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COFFEE & TEA INDUSTRIES

and The Flavor Field

75th YEAR

JANUARY, 1952

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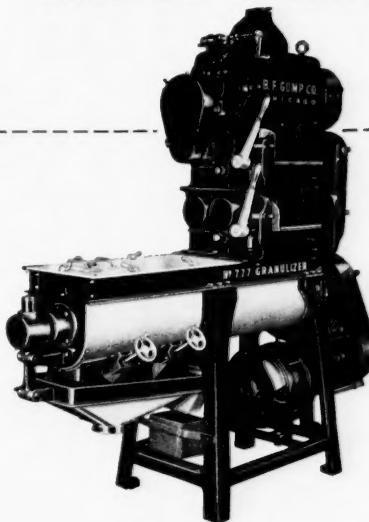
JANUARY 1952

GRANULIZERS

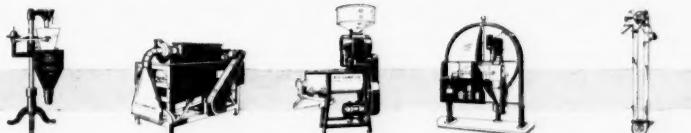
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YOU COOL, UNIFORM
CLEAN-CUT GRINDS**



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WILL BE RETAINED**

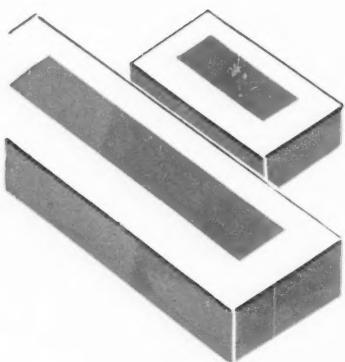


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2

GAIR multicolor cartons are winning enthusiastic acclaim everywhere with dealers, consumers and manufacturers.

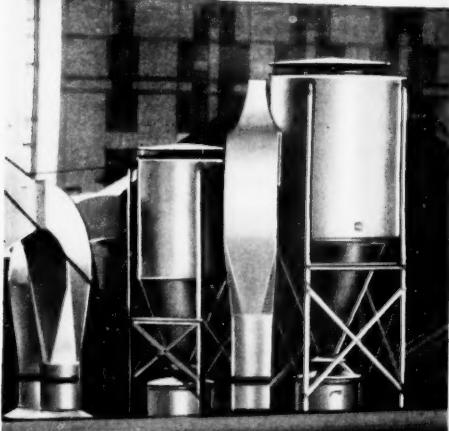
These smartly designed multicolor cartons are solving packaging problems for many manufacturers who are as meticulous about their packaging as they are about their famous products.

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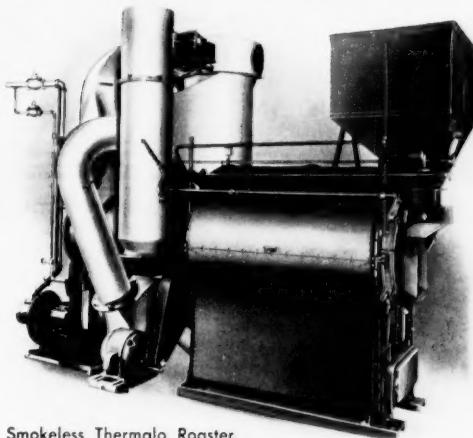
COFFEE & TEA INDUSTRIES and The Flavor Field

SMOKE? ODOR?
CHAFF? STEAM?



Keenan Cyclone Collectors (3- and 4-ft. sizes respectively) on fan outlets of Stoner (at left) and Cooler.

Not if you use
SMOKELESS ROASTERS
and **KEENAN**
CYCLONE COLLECTORS
to lick AIR POLLUTION



Smokeless Thermal Roaster

Coffee plant operators—even in these days of summoms and threatened shut-downs—don't need to worry about smoke, "steam" or odor if they're using Smokeless roasters. Nor need they be concerned with chaff from roasting, if the roasters are equipped with built-in or individual Keenan Cyclone Collectors.

But what about the chaff that is blown out of cooler and stoner fan outlets? This problem can be solved only by installing Keenan Collectors on such outlets.

We specify KEENAN because it is the only cyclone separator that does a thorough job without reducing airflow volume needed for efficient cooling and stoning—and without increasing power costs. Moreover, for any given power consumption, the Keenan has proven capable of doing double the work of a conventional cyclone of the same size.

Don't do half the job. You need Keenan Cyclone Collectors on all fan outlets, as well as Smokeless Roasters, to be 100% sure that you're a good neighbor.

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JANUARY 1952

BURNS CHAFF REMOVAL SYSTEMS

for multi-roaster batteries, automatically remove chaff from the roaster collectors during operation and deposit it in storage receptacle or incinerator.

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Coffee

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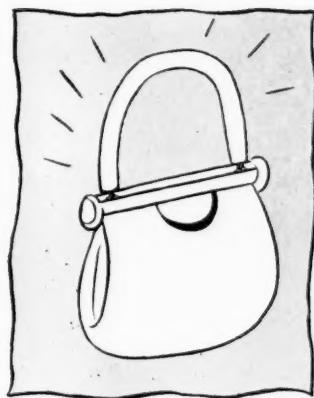
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San Salvador, El Salvador C. A.



1. It's not enough just to show a woman a new handbag ...



2. . . . you've got to show her what it will carry and how smart it will look!



3. It's not enough just to tell women your coffee is "vacuum packed" ...



4. . . . you've got to tell them what vacuum packing means to them!

Tell your prospective customers that vacuum packing coffee in cans is the sure way of retaining its fresh flavor!

Flavor is your coffee's most precious quality. Protect your coffee's flavor from enemy air by packing it under vacuum, in cans by Canco! (They're still the finest vacuum cans on the market, even under government emergency restrictions.)

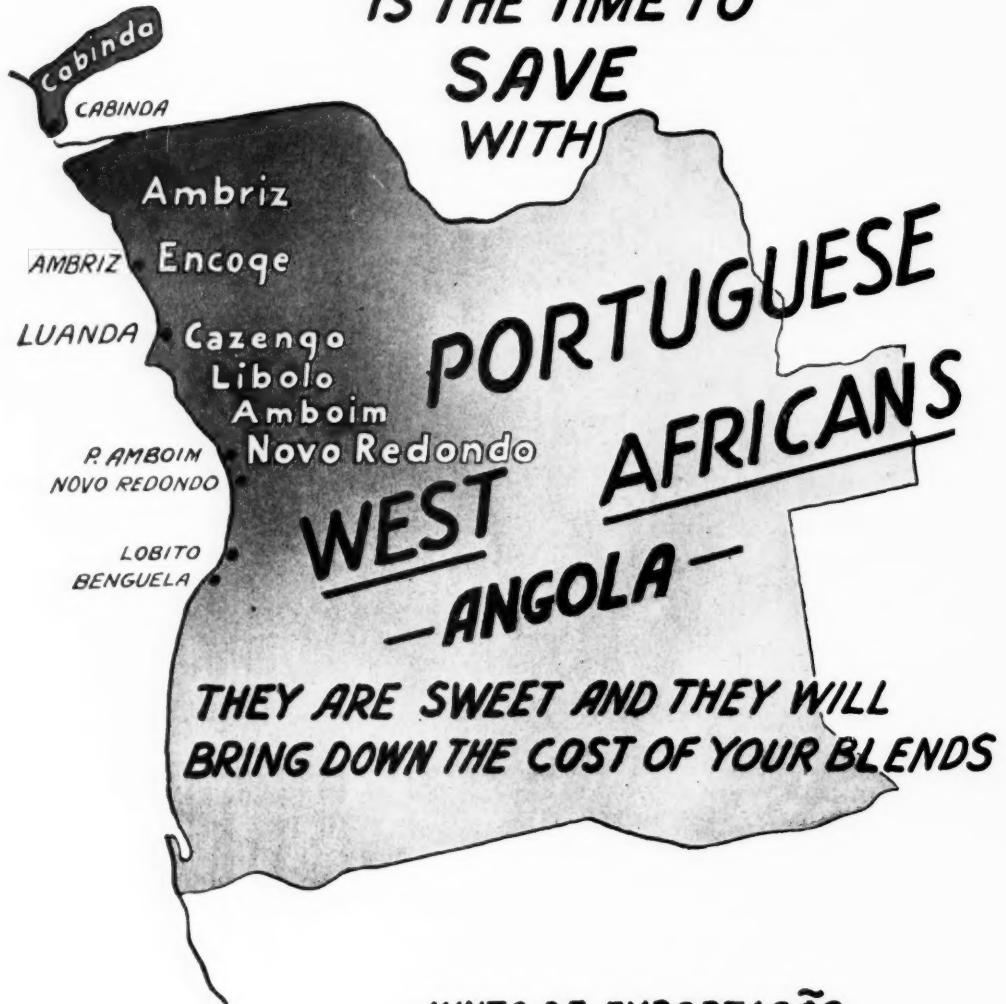
Use it as a big plus in your advertising—tell your customers the whole story behind the words "vacuum packed in cans"!



Keep your flavor! Keep your customers!

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Co., 196 Water St., New York, N. Y. Subscription: \$1.00 a year, 50 cents per copy, January, 1952. Vol. 75 No. 1. Reentered as second-class matter June 27, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

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is preferred--because of its

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- Cultivation in High Altitudes
- Preparation by Best Known Methods

Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

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JANUARY 1952

YOURS for the asking

Formerly THE SPICE MILL

There's More In This Bag Than Its Contents!



ALONG with good coffee, this package contains a wealth of sensible packaging judgment. As a result, the roaster, R. C. Williams & Co., Inc., shows a continuing saving in his bags.

The original bag design used a simulated gold as a third color. The present two-color container, recommended by Union artists who specialize in package design, is equally effective and costs considerably less.

Another big economy has been a change in closures. As the bags contain ground coffee, the tin ties on the original package were not necessary. Union recommended heat sealing equipment plus a "Uniseal" (thermoplastic application) bag so that tops could be sealed at minimum cost.

An honest and friendly appraisal of your present coffee package may suggest ways you can economize and otherwise improve your container. A Union representative will be glad to review your packaging operation with you.



HOW THIS BAG IS MADE

Production Features of
"Jay Bee" 1 lb. Package



Economical Shipping Protection with UNION COFFEE SHIPPING BAGS

Millions of pounds of packaged coffee and tea are shipped in these bags every year. They cost less, save packing room costs, trim shipping costs, give you complete size flexibility—insuring a firmer package regardless of variations in bulk of roasts or grinds.

TYPE OF BAG: Automatic

SIZE: 1 lb.

OUTER PAPER: 50#
White S.C.
Pique Embossed

INNER LINER: 30#
Amber Glossine



INKS: Red & Blue

SPECIAL
FEATURES: A
posting surface
on this bag has
been left blank
so that the paste
will hold on an
un-linked surface.

UNION Fancy Coffee Bags

UNION BAG & PAPER CORPORATION
Woolworth Building



UNION'S MODERNIZED PLANT AT HUDSON FALLS, N.Y.
BILLION BAG SPECIALTY PACKAGING HEADQUARTERS



YOURS for the asking

The booklets listed below contain specialized information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—CONVEYOR AND TIMING UNIT

A bulletin describing the Gump Conveyor and Timing Unit for cartons, can or jars has been released. This equipment, synchronized with an automatic net weighter, makes filling containers and conveying them to the closing station completely automatic. It has special appeal to the small packager, or one with a small specialty line. B. F. Gump Co., 1325 S. Cicero Ave., Chicago 50.

2—BAG CLOSERS

Just issued is a new brochure which gives complete information about Union Special equipment for filling closed bags. Data is included on sewing heads, columns, tables, conveyors and accessories. A packer, knowing his daily capacity, bag sizes, weights and type of closure required can quickly locate in handy charts the exact equipment to fit his particular needs. Union Special Machine Co., 490 North Franklin Street, Chicago 10, Ill.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic sugar feeders, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerville Ave., Philadelphia 24.

4—COFFEE, COCOA AND PEANUT MACHINERY

Brochures and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermal" process of roasting Booklets on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 18, N. Y.

5—COFFEE BAGS

New coffee profits, more outlets and greater distribution is claimed for one-cup coffee bags packed by the roaster right in his own plant. An illustrated, four-page folder describes Cup Brew Coffee Bags and tells how roasters can use them to improve their market position. Cup Brew Coffee Bag Co., 1715 Logan Street, Denver 5, Colorado.

6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

SPICE MILL PUBLISHING CO., 106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked.

1 2 3 4 5 6

Firm Name _____

Street Address _____

City and State _____

Signature _____ Title _____

JANUARY, 1952

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

75th Year

January 1952

Vol. 75, No. 1

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T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

Brazil currently produces some 16,000,000 bags or two billion pounds of coffee annually, and we estimate that at least a billion pounds per year could not only be greatly improved in quality, but made fully equal to some of the superior coffee now produced in many Latin-American countries and eagerly sought by United States coffee buyers. High altitude quality cannot be produced in Brazil, where the highest producing areas do not exceed 3,600 feet. But altitude for altitude, Brazilian coffee can be made equal to other Latin American coffees.

It has long been known that soil, climate, altitude and other indigenous factors influence the quality of green coffee produced in a given area. With the exception of horticultural practices in the culture of the coffee trees, these factors are beyond control. The curing or preparation of the coffee bean after it has been harvested is, however, potentially subject to control, and in an investigation over a period of years we have learned that a significant improvement can be made in coffee quality through control of the curing procedure.

This study has led to the conclusion that much potentially good coffee at harvest is damaged in the preparation of green coffee. Present curing methods vary widely, but nearly all require one to two weeks for completion. We have found that it is highly advantageous to speed up the curing process by the application of pectic enzymes and, where practical, to utilize mechanical drying.

The chief advantages of the new curing process employing enzymic digestion are:

1. The new process is rapid, thus lowering capital costs for tanks and other coffee handling apparatus.

2. Because the new process is rapid, it prevents deterioration and raises the average quality of the coffee produced.

3. The new process furnishes a means for the positive control of coffee quality. Every lot is virtually certain to be of the highest possible grade.

4. The new process also raises the quality of coffee of marginal grade, i.e., the coffee produced from green or overripe cherries, some of which are always present. Hence, a higher portion of the total crop may be marketed as top quality coffee and a smaller portion as inferior low-priced grades.

5. The new process is economically sound. The increased market value of the crop much more than covers the cost of the enzyme and its application.

6. The scheduling of all operations is simplified because of the known time requirements for the digestion step.

A brief review of the coffee curing procedures now in vogue may be helpful in explaining the new process. Basically, there are two coffee curing methods, the "washed coffee" method and the "natural coffee" method.

The washed coffee method produces the best coffee on the average. Ripe cherries, which must be selectively picked, because all of the fruit on a branch does not ripen at one time, are first "pulped" by machine to crack open and largely remove the outer covering, or pericarp. The pulped beans possess a mucilaginous coating (the parenchyma) which is allowed to ferment or decompose. After fermentation, the beans are washed in water and then dried on a patio or, less frequently, in drying machines. The dry bean has a thin papery covering called the parchment layer (the spermoderm) which is finally removed in a hulling machine to yield the finished green coffee.

The fermentation is a spontaneous one and is brought about by a variety of microorganisms. As might be ex-

Development of

This article is based on a paper which was presented by Dr. Johnston to the 1951 convention of the Institute of Food Technology. The paper then appeared in "Food Technology," official publication of the Institute. —Ed.

pected, an uncontrolled fermentation of this sort often produces off flavors which are sorbed by the coffee and result in low grade green coffee. Such off flavored coffee, when roasted, yields a sour, rough or rank brew.

The "natural coffee" method is under still less control and is responsible for much of the really poor coffee produced today. In this process, the unpulped cherries, usually strip picked, and including underripe and overripe fruit, are allowed to dry on the patio until a moisture content of 10 to 15 per cent is reached, at which point the outer layer, the dried mucilage and the parchment can be removed in a single hulling operation. The drying of natural coffee may require several weeks in bad weather, and this is ample time for spoilage to occur in the warm coffee growing countries.

To most people the word curing signifies a beneficial process in which some new and desirable property is developed in a product. A careful study of the essential features of coffee curing as outlined failed to reveal any such development or improvement. The sole function of the so-called curing process appeared to be the separation of the coffee bean from the whole cherry and the drying of the bean. It was concluded that if this interpretation were correct, then there should be an opportunity to improve the quality of much green coffee by preventing or minimizing deteriorative changes during curing.

A series of investigations, starting with laboratory tests on ripe cherries flown up from the West Indies in thermos jugs and continuing with field studies in Haiti, Costa Rica and finally in Brazil, confirmed the hypothesis that the bulk of the coffee on the tree is potentially good coffee but much of it never ends up in the good category because of deterioration during the curing process. It was found that a



Drying of experimental lots of washed coffee. The lots in the foreground are being dried without washing after digesting the mucilage with enzymes. The lighter colored lots in the background were prepared the same way except that they were washed.

a new process for curing coffee

By Dr. WILLIAM R. JOHNSTON, Vice President in Charge of Research,
and Dr. H. E. FOOTE, Research Engineer, Standard Brands Incorporated.

process comprising rapid fermentation, washing and dehydration of the beans to a moisture content of 10 to 12 per cent uniformly produced good green coffee. Once this was established, our objective became the development of a practical process for rapid economical curing suitable for use in the various coffee producing countries.

Our investigation of coffee curing has covered a number of years and in that time has gone through several stages with respect to methods and materials. Our pilot plant operation conducted in Brazil is a good example of an important stage of the work.

A washed coffee plant at Bom Jardim, Brazil, situated in and typical of the Zona de Mata region, was leased from the Brazilian government in order to furnish a coffee supply, standard coffee processing equipment, and housing for pilot plant scale experimental work on coffee curing.

The existing equipment in the plant consisted of a receiving tank, storage tanks, a pulping machine, fermenting tanks, a washer, drying patio, hulling machine and hand-picking tables.

Coffee cherries from within a radius of about ten miles of the plant, produced for the most part at an altitude of 2000-2500 feet, were utilized. They were brought to the plant by truck and mule-back on the same day on which they were picked and processed as promptly as possible; usually on the same or the following day, although in a few instances it was necessary to store them until the third day. They were always stored under water to minimize deterioration.

The experimental drying equipment, which was partly designed and assembled at The Fleischmann Laboratories and shipped to Bom Jardim, consisted of a through-flow rotary dryer and its accessory duct-work, a steam indirect air heater and an oil-fired direct air heater, fans, control instruments and

a 20-horsepower automatic boiler. This experimental equipment was capable of handling 3,800 pounds of cherries or about 700 pounds of finished green coffee per 24 hours.

Coffee quality was evaluated by using the standard coffee industry cup test carried out by expert coffee buyers and a trained laboratory panel of 15 people.

The fermentation of pulped beans, which is a step in the washed coffee process, is desirable because the mucilage has a great water-holding capacity, and unless it is removed it retards the drying process. Normal spontaneous fermentation in commercial practice requires 24 to 48 hours, depending chiefly on climatic conditions. During this fermentation, the mucilage is digested either by enzymes naturally present in the coffee or by enzymes secreted by microorganisms which develop during the fermentation. An unfavorable fermentation frequently occurs in which souring and putrefactive bacteria develop.

A study of commercially available enzyme preparations disclosed that pectic enzymes derived from molds are highly effective in digesting the mucilage. At a concentration of 0.2 per cent of a commercial enzyme preparation, based on the weight of the pulped beans, complete digestion was accomplished in less than one hour at 75 to 85 F, as compared to an average of 36 hours required for completion of spontaneous fermentation. At a concentration of 0.025 per cent (1/40 per cent) the digestion could be completed in five to ten hours depending upon the temperature. The latter quantity was found to be the most practical, inasmuch as the time is short enough to prevent deteriorative fermentation changes and the quantity of enzyme needed was small enough so that its use was economically sound. At no time was it possible to detect any unfavorable effect on coffee flavor as

(Continued on page 10)

NATURAL COFFEE PROCESS



The natural coffee process. Green, yellowish-red, red-ripe, blackish overripe and brownish-black partially dried cherries are all picked together and the whole fruit dried directly to a dark brown or black. Hulling removes outside layers, leaves green beans.

WASHED COFFEE PROCESS



The washed coffee process. Ripe red cherries are picked and skin and fibrous pulp removed mechanically. The mucilage layer is removed by digesting, leaving clean parchment surface. The coffee is then dried and the parchment removed by hulling machines.

...IN MARKET AFTER MARKET

**NEW! Greatest Coffee
Discovery In 50 Years!**
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Just
Brew Like
A Tea Bag!

It's not an instant coffee
or concentrated. Just Atwood's
full flavored coffee in individual
one cup bags. Brew it in
any cup or mug. You'll be
surprised how good it is.



NEW COFFEE BAG METHOD
ACCLAIMED IN CITY AFTER CITY

8 out of 10 prefer "Cup Brew"
to the coffee they were using!

It's New
It's Economical
It's Real Coffee
ATWOOD'S "Cup Brew" COFFEE
Atwood's Coffee Is Your Best Friend

Licensed roasters are enjoying added
sales at new, high profits with UNCONTROLLED
Cup Brew Coffee Bags.

We're at your service... and as close as
your telephone. Call collect, today!



CUP BREW COFFEE BAG CO.

1715 Logan Street • Denver 3, Colorado • Phone AComa 4597

CUP BREW
COFFEE BAGS
REALLY SELL!

Famed Atwood Coffee Co. of
Minneapolis recently intro-
duced Cup Brew Coffee Bags
to it's market, using this suc-
cessful full page ad.

Other campaigns, East and
West, are scheduled for Jan-
uary and February with more
to follow.

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COFFEE & TEA INDUSTRIES and The Flavor Field

The executive team behind the rise of Coffee Time, the new beverage which may put coffee with both feet into the carbonated beverage field. From left: Herbert A. Soble, president of Coffee Time Products of America, Inc.; Rudy Vallee, famous showman and executive vice president of the company; Stanley Brown, vice president in charge of sales. Mr. Brown is also in charge of buying green coffee.



Is coffee soda breaking through at last?

Down through the years, the well-nigh universal American love for coffee has continued to pluck at responsive imaginations in the soft-drink field. With the taste for coffee so well established, why not a coffee soda?

Sounds logical. It is logical—given a coffee soda that tastes like coffee and merchandising that has drive and continuity.

Coffee sodas aren't new. For many years now, various brands have been tripping onstage, with more or less fanfare. In many instances they soon vanished offstage, never to appear again. Some coffee sodas—in the bottled form, that is—have remained, with limitations. Their markets are regional in some instances, specialized in others. For example, coffee sodas are obtainable in some of the New York City department stores.

But the kind of complete distribution which would make coffee a major bottled soda flavor has, until now, not been achieved. In the not too distant future, however, the situation may be transformed. Coffee soda may be breaking through at last.

The reason is a success story with a simple fascination for coffee men. If the success story continues its present pattern, a substantial new market for coffee may take form.

Even apart from this coffee factor, it is a fascinating story, a demonstration of what can be done with a small sum of money promotion-wise, if that money is shrewdly handled. In this case, \$5,000 spent on promotional material during a five month period achieved more than half a million dollars disbursed over longer periods by well-established firms.

The story concerns "Coffee Time," the new carbonated coffee beverage, which was launched at a press party in Boston on January 26th, 1951, followed by much publicity. When salesmen contacted the trade three weeks later, they received over 70 per cent acceptance!

The first bottles of Coffee Time were shipped on February 26th, 1951, and by June 1st over one million bottles had been sold in the greater Boston area. Within another month, Coffee Time had reached the springboard objective of any food item: to be sold in every major chain store in New England and New York State.

It all started when Herbert A. Soble (president of the American Dry Ginger Ale Co., Inc., the Purcoxia Co., and the Moxie Bottling Co. of Boston) and some friends in

the beverage business recognized the universal appeal of coffee as flavor. They noted the problems that beset other bottlers who attempted to market a pure coffee soda and failed because they were technically unable to prevent the coffee from fermenting the third or fourth month after being bottled.

After four years of intensive research, Mr. Soble's group received the assurance of a recognizable laboratory that his product could boast a shelf-life of at least one year. They had produced a full-bodied soda, said to be rich with a pure coffee taste—unlike other products that were not more than artificially flavored sodas. At this time, Stanley Brown joined the firm as sales manager.

During this period, Mr. Soble and Mr. Brown met Rudy Vallee, the famous showman, who had started as a soda-jerker in his father's drug store in Westbrook, Maine. Mr. Vallee was intrigued by the idea and joined as executive vice president of the newly-formed Coffee Time Products of America, Inc. Headquarters were set up in Boston, with Mr. Soble as president.

The added showmanship background for Coffee Time proved invaluable. Following the press party last January, newspapers, wire services, magazines, trade papers, radio and television stations gave the product a tremendous send-off.

Mr. Vallee did not merely lend his name to the product. He went all out to extol the virtues of Coffee Time, ever giving his entertainment chores second billing.

Due to the publicity, soft-drink bottlers from every state and Canada made inquiries, and after testing the product, applied for franchises. But Soble-Vallee-Brown and associates decided to move slowly before assigning any franchises. They concentrated on a test campaign in the Greater Boston area—a difficult market for many products to crash.

They started a huge sampling campaign among the leaders in each community. Their theories proved to be well-founded. The leaders who liked Coffee Time then served it to their legions of friends, who fell right into line and became boosters for the product.

After the initial burst of publicity and promotion, in which they were strongly assisted by Harry Paul & Associates, Boston advertising agency, they sent their salesmen to call on the trade. Even the salesmen were amazed

(Continued on page 31)



WORLD CONFLICT-

IT NEED NOT COME!

SPEAKING recently over the radio to the British people, Winston Churchill said, "If war comes, it will be because of forces beyond British control. I DO NOT THINK IT WILL COME."

Because Mr. Churchill probably knows more about war than any other man, the above statement should carry with it hope for all of us that World War III may be avoided, not only in this New Year, but in the years to come.

OUR Best Wishes to all our friends in the coffee industry for a Happy and Prosperous New Year.

Ruffner, McDowell & Burch, Inc.

NEW YORK: 98 Front Street

SAN FRANCISCO: 214 Front Street

CHICAGO: 408 W. Grand Ave.

NEW ORLEANS: 419 Gravier St

Coffee Exports from Africa
(in bags of 60 kilos)

	1851	1852	1853	1854	1855	1856	1857	1858	1859	1860	1861	1862	1863	1864	1865	1866	1867	1868	1869	1870	1871	
Rivers	300,210	253,032	286,390	180,257	289,273	247,110	231,904	289,332	265,388	185,112	285,926	265,362	185,880	213,115	210,054	182,632	178,512	281,956	185,790	188,761	225,000	
Uganda	59,252	73,730	84,270	130,018	106,223	124,076	219,398	206,986	205,175	307,714	311,475	271,028	328,999	348,032	308,030	311,259	356,169	428,570	172,877	523,071	780,000	
Tanganyika	155,805	139,617	215,370	209,062	214,175	280,112	280,112	232,000	265,072	204,798	239,957	251,262	194,449	251,313	244,654	180,200	238,362	180,740	245,000	280,000		
French West Africa	12,416	23,357	28,751	43,496	58,295	122,000	174,000	241,117	309,117	26,000	181,333	331,053	317,500	401,061	311,017	161,061	34,200	317,560	116,367	196,168	300,000	
French Equatorial Africa	966	944	2,095	11,051	15,989	22,000	20,000	17,000	19,800	2,000	1,017	26,794	10,000	51,700	36,000	40,637	40,762	40,859	44,733	78,181	90,000	
Cameroon	443	1,063	8,368	13,426	22,859	38,000	32,000	26,000	30,000	10,000	17,000	32,000	10,000	34,000	32,000	11,000	11,000	11,000	12,000	12,000	12,000	
Togo	489	1,099	1,298	1,070	1,083	2,000	3,000	3,767	12,000	11,000	2,000	12,000	1,000	1,000	1,000	1,000	1,000	27,883	33,817	33,817	20,000	
Madagascar	189,000	227,000	253,994	238,933	270,000	263,000	274,927	280,000	270,000	220,000	211,000	211,000	211,000	211,000	211,000	211,000	211,000	211,000	211,000	211,000	211,000	
Brasília Congo & Bechuanaland	49,000	80,000	141,115	206,080	210,000	263,000	274,927	280,000	270,000	220,000	211,000	211,000	211,000	211,000	211,000	211,000	211,000	211,000	211,000	211,000	211,000	
Angola	197,000	158,000	189,705	180,220	171,000	225,933	273,983	272,293	187,27	263,000	268,007	327,000	319,007	311,007	306,007	301,007	306,007	311,007	311,007	311,007	311,007	
See These Provinces	9,746	10,534	12,025	12,074	14,098	11,132	13,807	11,210	11,210	9,429	9,691	10,625	11,144	10,641	10,641	10,641	10,641	10,641	10,641	10,641	10,641	
Cape Verde Is.	477	492	492	1,121	1,129	398	1,132	1,144	2,000	1,135	426	3,119	1,773	3,119	2,887	3,119	3,119	3,119	3,119	3,119	3,119	3,119
Ethiopia	301,662	120,273	210,839	213,791	380,025	242,712	218,115	200,000	96,395	25,045	23,000	194,000	190,000	221,200	204,000	165,361	206,361	206,361	297,149	314,636	300,000	
Spanish Guinea	1,478	4,244	3,106	8,500	14,000	17,000	20,488	21,989	27,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	
Liberia	20,053	29,726	28,704	36,012	22,913	33,600	23,379	18,96	16,751	15,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	
Gulf Coast	87	132	692	296	1,092	1,020	1,995	965	737	1,095	745	51	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Sierra Leone	118	401	51	1,39	2,00	200	990	0	132	420	1,000	96	51	1,000	96	51	1,000	3,720	3,887	3,887	3,887	3,887
AFRICAN TOTAL	1,250,992	1,462,064	1,162,693	1,571,000	1,572,784	2,297,442	2,112,576	2,606,074	2,630,525	2,115,394	2,624,122	2,299,730	2,657,466	2,646,011	2,625,247	2,601,111	2,605,040	2,622,511	2,646,476	2,636,370	2,694,506	
World Total	20,213,395	22,924,515	26,625,485	25,549,614	27,585,809	27,746,559	25,516,017	30,296,071	24,098,089	22,730,492	21,920,457	19,407,519	22,612,412	25,485,805	27,496,786	26,064,480	26,067,524	26,060,000	31,350,000	28,166,000	33,000,000	
African Proportion of World Total	6.9%	6.9%	5.5%	5.5%	5.5%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	

* Estimate. ③ French West Africa includes Ivory Coast, Mauritania, Dahomey, Sudan, Guinea, Senegal. ④ Import figures.

Edm. Schlüter & Co., Ltd.

Coffee trends in Africa

Part I

This article is from the annual review of African coffee by Edm. Schlüter & Co., Ltd., London. These reviews are easily among the most discerning and comprehensive summaries on coffee in Africa to come from any source.—Ed.

From all over Africa comes news of increasing activity and interest in coffee production, though not on a scale likely to bring about any sudden or dramatic export increases in the near future.

In Angola, Portuguese families are being settled and set to work under expert direction to produce coffee. U.S. Marshall funds are reported to have been used to improve production in French West Africa. In the Belgian Congo, one-third of the area under Robusta, and one-sixth of that under Arabica are young trees not yet in bearing. Madagascar struggles with labor difficulties but badly needs the resumption and extension of regular coffee exports to keep her economy on an even keel. British East Africans, helped by good weather, are expected to be the biggest this year since the war. African producers are increasing their acreage in all three territories.

The consumption of African coffees has generally continued to follow the familiar pattern. Only some 20 per cent of the total African production is Arabica and there is little likelihood of any great increase in this proportion since the majority of the actual and potential farming areas are geographically suited only to Robustas.

Thus, for reasons of quality, the U.S.A., while consuming two-thirds of the world's total production, took only 4.4 per cent of its 1950 imports from Africa, against 95.5 per cent from Latin America. We consider that it would take a

radical change in the price levels and structure of the industry, quite apart from considerations of currency and exchange, for this proportion to change very substantially.

In the meantime, Europe looks to Africa for many raw materials and it is in many ways fortunate that the public taste in a large part of Europe is not obliged to undergo any radical changes, but is already attuned to African coffee.

One of the fairly general phenomena of the African scene is the labor problem. It is, briefly, to find means of overcoming the "genius loco"—a general distaste for work. So far neither the threat of economic sanctions nor the inducement of financial reward has served to solve this equatorial equation, but it cannot be insoluble. We have observed that efforts can be made, where such conditions exist, to create in the African a sense of need in one or more directions. Much can be achieved through the influence of women. Frequently the idea of technical education for men needs "selling"—no white collar stuff, but the fundamentals of agriculture and craftsmanship, which are so vital for the advance of the majority. Meanwhile certain manufacturing countries need urgently to find new markets for their exports and yet the Africans lack the inducement to earn more. There appears to be a job somewhere for simple sales promotion.

Exemplifying the still disparate approach to colonial economic theory is the return to the coffee-grower from his crop. Though prices are around ten-fold pre-war, and costs of production only three to five fold, coffee planters everywhere see at long last a chance to reap the rewards of a long and up-hill struggle, and wish to plough back as much as possible.

In French West Africa, the export tax has been increased to 25 per cent; in Madagascar it is still 16 per cent. British

(Continued on page 394)



SCREENING COFFEE — AN ORIGINAL LITHOGRAPH BY HENRY WINZENREID

"There's an awful lot of coffee in Brazil"*

... but like hundreds of other good things, coffee needs the help of tailor-made protective papers to bring it roaster-fresh to your home. That's why millions of attractive and economical coffee bags are lined with a special type of Riegel Glassine.

There's a Riegel Paper for almost any requirement you may have in protective packaging . . . a paper you can depend on for economy and production efficiency. We feel sure we can serve you in the same effective manner we now serve the sales leaders in so many different fields. Write us today and tell us what you want. **Riegel Paper Corporation • 342 Madison Ave., N. Y. 17.**

*Permission granted by Valiant Music Co., Inc.

Riegel

TAILOR-MADE PAPERS FOR PROTECTIVE PACKAGING

On the menu

developments among public feeding outlets

How one roaster armed his salesmen against wild cups-to-the-pound claims

Extravagant claims of the number of cups brewed from a single pound of coffee can, like termites, do considerable damage over a long period of time.

But such claims also present immediate problems. They raise questions in the minds of coffee customers, questions which more principled roasters are obliged to answer.

More often than not, the questions are posed to, and must be answered by, the packer's salesmen.

Recently the Empire Coffee Co., St. Louis, found itself in such a situation when a competitor claimed—hold on to your hat—70 cups to the pound!

Empire Coffee therefore arranged to give its salesmen specific facts on the matter of cups to the pound. Among the other methods employed was the issuance of a bulletin to the salesmen. Headed "About that 70 cups per pound," the bulletin declares:

"This kind of advertising brings to mind a lot of questions that need answers, so we thought we would dig up a few facts for you. Sure, you can make 70 cups of coffee from a pound and you can even make 140 if you wish. BUT—what kind of coffee have you got?

"Common knowledge in the coffee trade is that one half a pound of coffee makes a gallon. There are 128 ounces to the gallon, therefore, one pound would make 256 ounces. The average coffee cup should hold about six ounces. Six into 256 gives you approximately 43 cups.

"For years coffee people, when asked how many cups you can make from a pound of coffee, said 40 cups. By making it this way you get the best results—that is, a decent cup of coffee.

"Dining car people, who like their coffee a little stronger, use ten ounces to the gallon. In other words, they use 25 per cent more in order to get a heavier coffee. No doubt all of you have heard at one time or another people admiring the coffee that was served to them on the dining car. Well, railroads are not foolish. They know by buying a quality coffee, using enough of it and making it right they will be pleasing their patrons. So, there you have it.

"Cup size enters into the picture also, but six ounces is the approximate standard of measurement for the average size cup. For comparison, the soda water beverage "Grapette" is about six ounces, and you know what a small size bottle that is. Of course, there are some restaurants and coffee shops that short-change the public by not filling the cup properly, but even a five ounce cup made the proper way would yield but 51 cups. So you can readily see that the 70 cups per pound is just an advertising man's dream of trying to get the cup ration high enough so that he can still say that the price is just a fraction over one cent per cup.

"We think the best answer a salesman can give is that

coffee is just like soup. There is a right way and a poor way to make it. You all know what happens when you add too much water to soup."

Coffee period growing in Chicago

Daily coffee periods are strongly entrenched in Chicago offices and are spreading, the Chicago Sun-Times reported recently.

Mid-morning and mid-afternoon coffee respites won a foothold during the last war, lingered on afterward and are now spreading rapidly.

Employer approval is based on such facts as the ones turned up by a survey conducted by the National Society of In-Plant Feeding Engineers in Chicago. A worker who stops for the coffee period in the morning is 14 per cent more efficient than one who doesn't, it was indicated.

Moreover, the Sun-Times reported that one factory which installed on-the-job coffee facilities found its production increased astonishingly, with significant savings in direct labor costs.

In the Merchandise Mart, Chicago's largest private office building, the peak of the coffee rush comes at 10 a.m. and at 3 p.m. The afternoon rush isn't as big as the morning coffee stampede, but the afternoon coffee period is becoming more popular and may ultimately be just as important.

If the office or factory worker can't go out for coffee, the coffee is brought to him. Apart from the usual coffee deliveries by the nearby restaurant or luncheonette, Industrial Hot Coffee Service delivers gallon thermos cans of coffee to 175 different locations every day.

Glendale makes it "coffee on the house"

City officials of Glendale, Arkansas, and the chamber of commerce are trying to make it impossible for a service man to buy a cup of coffee in that town.

They've made arrangements for any man or woman in uniform who asks for coffee in a lunch counter or cafe to be told, "It's on the house."

Near Glendale is the Luke Air Force Base.



At a National Coffee Association reception at the Hotel Statler, Washington, D. C., NCA President Edward Aborn points out refinements in the Army Quartermaster Corps' new coffee urn to Dr. Walder L. Sarmiento, head of the Pan-American Coffee Bureau. Watching is Dr. A. Stuart Hunter, technical director of the Research and Development Division of the Office of the Quartermaster General, which perfected the equipment after five years of work in cooperation with the U. S. coffee industry. At the reception, marking this forward step in Army coffee service, were six ambassadors, State Department representatives, top Army officers and coffee men. Eventually the new urn will become available to the nation's restaurants.

Europe's coffee imports in 1951 seen ahead of level set in 1950

In Europe the coffee business, which started the year with all sails set, slowed down considerably during the months of October and November, reports Jacques Louis-Delamare, Le Havre, France. Here is his caustic picture of the coffee situation in Europe:

According to the last figures actually at hand, we think that the total imports during 1951 will go beyond the last year mark of eight million bags. But there are still too many blanks on the statistical map of Europe to say with certitude that this increase in European imports means progress in coffee consumption. On the contrary, we believe that coffee consumption has lost ground on the continent during 1951.

Much more alarming than this decrease is the crisis of morality which is developing in the coffee Trade.

Diplomacy is no business of choir boys said Talleyrand and he was a connoisseur. The same thing could be said of the coffee trade, but there must be a limit to what one of our British friends calls so justly the veritable scourge of unethical dealings by international adventurers.

We know perfectly well that artificial regulations lead, sooner or later, to a very liberal interpretation of rules and traditions. It is also certain that, too often, the governments have given a bad example of arbitrary measures. We may even admit that there are sins which

Sees good year ahead for roasted coffee if—

The overriding difficulty in the industry now is the difficulty faced by the vast majority of industries in the country. That is the problem of preventing cost increases from wiping out profits altogether.

These increases are insidious and, for the most part, unavoidable. Margins are rigidly controlled either by law or by competition, but expenses keep a steady upward trend. Many of these are relatively trivial in themselves but in total they're formidable. This trend is certain to continue for a considerable period of time. Present conceptions of adequate margins in every line will, therefore, have to be changed.

At the present time, such changes seem extremely difficult or impossible. Regardless, however, they will have to be made. The question is how soon.

If it were not for this problem, the outlook for roasted coffee in 1952 would be extremely good. The possibility of further consumption declines have largely disappeared and the possibility of a gradual healthy increase in sales is extremely good."

From the weekly letter of the National Coffee Association.

are more or less the servant of business. But, for a few months now, the imagination of certain buccaneers operating on the coffee markets has been particularly inventive.

All the trouble began after the war when the world started trading currencies, instead of trading coffee. In



Our green coffees spell
dependability

CUP SELECTIONS

GREEN COFFEES

SPOT AND SHIPMENT

R. C. WILHELM & CO.
INCORPORATED

109 FRONT STREET, NEW YORK 5

1948, for instance, certain gentlemen whom, to be polite, we will call "outsiders," were already offering in Paris a hundred thousand bags of coffee, just as a piece of Rahat-Loukoum.

For a few months this impure wind has blown over nearly all the coffee world, and we prefer, just as the good sons of Noah, to throw the veil of discretion on this anything but edifying chapter in coffee trade history.

"But we must point out a very alarming consequence of this disorder. The honest and traditional coffee firms, which are fortunately a very large majority, are losing, by these trickeries, their place in the business. The words, 'We cannot compete in *such* business', is more and more often a discreet allusion to the fact that for the moment 'honesty does not pay.' But while these honest firms are condemned by their respect of principles to a reduced activity, fixed charges, taxes and other expenses are running, and running fast."

Superior Tea & Coffee moves into new Chicago quarters

The Superior Tea & Coffee Co., Chicago, recently moved into their new quarters at 2278 Elston Avenue, a big, modern building with twice the space of the former location.

The new plant is completely equipped with new machinery for cleaning, blending, roasting, grinding, weighing and packaging Superior Coffee.

Included is a new display room devoted to coffee brewing equipment. Visitors to this room will be shown how to brew coffee for maximum flavor.

Sees 1951 coffee imports topping 1950 shipments

Coffee imports for the Year 1951 will show a marked increase over 1950, according to an estimate issued by the National Coffee Association.

Although final figures will not be available for some time, it now seems certain that imports in the current year will reach a total of approximately 19,700,000 bags, an increase of 1,250,000 bags over the preceding year. NCA indicated.

The association said that even allowing for possible increases in inventories, there was a clear indication that coffee sales were again showing an upward trend.

Consumer prices during the whole year have been steady, reflecting a strong green coffee market. This situation may prevail for a considerable time, since consumption is keeping pace with increased production, thus preventing the accumulation of any burdensome surplus in exporting countries.

Owing to high operating efficiency and strong competition, the association pointed out the price of roasted coffee to the consumer was almost entirely dependent on the price at which green coffee could be purchased.

Heavy imports during the year, however, indicate that producers are willing to sell freely at prices slightly below the maximum fixed by the Office of Price Stabilization.

This situation may, of course, change in the future.

NEW YEAR GREETINGS TO THE COFFEE TRADE

1952

CASTRO, SILVA, COMPANHIA S/A

"CAMARA"

— a mark of guarantee

SUL DE MINAS

• **SAO PAULO**

• **RIOS and VITORIAS**

President: Dr. José Mendes de Oliveira Castro

Managing Directors: Mr. Benjamin de Costa Faria
/Mr. Plínio Berardinelli Cardoso

Coffee Department: Mr. Lysandro de Araujo

ADDRESS: RUA BENEDITINOS, 26, RIO DE JANEIRO

Atwood Coffee uses "Happy Cup" theme in launching Cup Brew Coffee Bag drive

The Atwood Coffee Co., Minneapolis, has added to its "happy" family. Already familiar to people in Atwood Coffee's marketing area is the "Happy Coffee Pot," used by the firm in a hard hitting advertising and merchandising drive.

With the start of the New Year, Atwood Coffee unveiled the "Happy Cup" for a campaign centering on an addition to the company's line, Atwood Coffee Cup Brew Coffee Bags.

In extending the "happy" motif to the new item, Henry Atwood, president of the firm, achieved unusually effective coordination of the new product with the firm's line. On the cup pictured in the advertising is the same smiling face which has appeared on the familiar coffee pot.

The coordination is evident in the ad copy, too. One ad head reads, "Any way you brew it . . . Atwood's Coffee is your best friend."

Mr. Atwood chose as the container for the vacuum-packed Atwood Coffee Cup Brew Coffee Bags an attractive re-usable refrigerator jar. Brewing instructions are lithographed on the special vacuum-seal lid. This unit which contains 24 individual Cup Brew Coffee Bags, has already developed a wide consumer acceptance among Twin City shoppers, it was reported.

The advertising campaign for Atwood, handled by the Campbell-Mithun Advertising Agency, is under the general direction of Blake Cox. Tres Goetting, of Campbell-Mithun, is devoting his efforts to the Cup Brew Coffee Bag publicity. Atwood expects to achieve virtually 100 per cent distribution.

Primary target for the initial campaign is the Twin Cities, Minneapolis and St. Paul, with concerted effort at a later date to be directed at the surrounding states. Dramatic full-page newspaper ads represent the opening gun in Atwood's promotion barrage. These will be supplemented by radio and television campaigns. Currently, store demonstrations are playing a large part in acquainting the consumers with this new coffee-brewing method. Some of the chain stores are using give-away samples at the check stands, and it is anticipated that both the sampling and in-store demonstrations programs will continue on an accelerating basis.

The theme of the Atwood Cup Brew Coffee Bag advertising program is the simplicity and convenience with which a truly fine cup of coffee can be made. The idea of coffee being a pleasure to make, as well as to drink, will be conveyed to the consumer in the Atwood long-range program.

Store buyers have been introduced to the Cup Brew Coffee Bags by speedy demonstrations by Atwood salesmen right in the buyers' offices. Sizeable sales can be attributed to the cup of real coffee enjoyed by the buyer during this selling.

The Minneapolis-St. Paul campaign is another phase in the national marketing program of the Cup Brew Coffee Bag Co., Denver. Shortly after the first of the

For Quality Brazilian Coffees —

PRUDENTE FERREIRA
COMISSÁRIA E AGRICOLA, S. A.

EXPORTERS

Rua do Comercio, 26, P. O. Box 639
Santos — Brazil

Fazenda Maragogipe, P. O. Box 223
Rolandia — Est. do Paraná, Brazil

Cable Address: "PRUFER"

Director-President: Ulysses Ferreira Guimaraes Director-Superintendent: Dorival Guimaraes Silveira
Director-Manager: Lamartine Ferreira de Albuquerque

NEW! Greatest Coffee Discovery In 50 Years!
It's ATWOOD'S COFFEE IN TEA BAG FORM!

ATWOOD'S **Cup Brew** COFFEE

year, market introductions will be made both in the Pacific Northwest and the greater Pennsylvania markets by other major coffee roaster licensees of the Cup Brew firm. Complete national coverage, plus extensive foreign distribution, is expected by the middle of the new year according to the Cup Brew Coffee Bag Co.'s president, Norman H. Gross.

Rosenberger put in charge of Lipton premium buying

William Rosenberger, with Thomas J. Lipton, Inc., since 1950, has been placed in charge of all premium buying for the company.

Cup Brew Coffee Bags exempted from price control by OPS

Price controls have been lifted from Cup Brew Coffee Bags by the Office of Price Stabilization.

Effective December 26th, 1951, the OPS action represents a successful culmination to six months of effort on behalf of the Cup Brew Coffee Bag Co., Denver.

While the price ceiling status of Cup Brew Coffee Bags was rather uncertain under the previous regulations until the December 26th date the Office of Price Stabilization had taken no definite action to clarify the situation.

The news was received joyously by the Cup Brew Coffee Bag Co. and its licensees. Cup Brew's secretary, William L. Branch, who had prepared the original petition, said: "This exemption enables our licensees to engage in extensive advertising, promotion and educational work and still receive an equitable return. By making reasonable profit margins available through the packaging of Cup Brew Coffee Bags, the coffee roasters can, in introducing this successful coffee-brewing method to their customers, vastly improve overall profit margins."

The exemption for Cup Brew Coffee Bags applies to the manufacturing, wholesale and retail sales.

Geoffrey Baker leaves Nescafe for Ralston

Geoffrey Baker, who became well known in the coffee trade as sales manager for the Nestle Co., makers of Nescafe, shifted to another field as of the first of the year.

He is now vice president of the Ralston Purina Co., in charge of the cereal division in St. Louis.

COFFEE & SUGAR FUTURES . . .

We welcome the opportunity to execute
your orders for Futures in Coffee & Sugar

THE EAST ASIATIC COMPANY

103 FRONT STREET, NEW YORK 5, N. Y.

Members: New York Coffee & Sugar Exchange, Inc.;
New York Coffee & Sugar Clearing Association, Inc.

Tel.: WHitehall 3-6288

Cable: COFASIA

Teletype: NY 1-1713

Crops and countries

coffee news from producing areas

Brazil has 11,324,867 bags for export from December, 1951, to June, 1952, Lafer announces

During the period from December, 1951, to June, 1952, Brazil will have 11,324,867 bags of coffee for export, Brazil's minister of finance, Horacio Lafer, declared last month. It is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries, formerly The Spice Mill.

Mr. Lafer said the statistical position of Brazilian coffee was extremely satisfactory. As the Divisao de Economia Cafetera indicated, the 1951 Brazilian coffee crop will be only 15,678,000 bags, rather than the initial estimate of 16,948,500 bags at the beginning of the crop, Mr. Lafer said. With this coffee, plus stocks from the previous crop, Brazil can dispose of the following coffee from December on:

Coffee to be liberated, 6,127,748 bags; coffee in the ports, 8,011,119 bags; coffee to be sent to ports, 2,186,000 bags, total, 11,324,867 bags.

During the first five months of the crop, a total of 7,002,654 bags were exported through all ports, a monthly average of 1,520,581 bags, including local consumption, Mr. Lafer explained.

At the same rate for the balance of the crop, shipments

through Brazil's ports would reach 10,643,717 bags, leaving only 381,150 bags by June 30th, the end of the crop year.

Mr. Lafer indicated that since there is not much coffee available during July, at the beginning of the crop, there was apprehension as to the ability of the industry to provide a normal supply to its traditional markets. Taking this into consideration, and assuming an increase in sales, the problem is to find enough coffee to supply present markets, as well as the markets Brazil is trying to create, Mr. Lafer declared.

Asks end of coffee ceiling prices in U. S.

Brazilian Deputy Abbie Jorge Cury last month presented a petition calling for abolition of ceiling prices on coffee in the United States. Among his reasons were these:

Long drought has reduced the present coffee crop considerably. The 1952-53 crop is also seriously damaged. Farmers have to sell their coffee well below the ceiling prices. The law of supply and demand must be taken into consideration.

He called for cables to leading government figures in Brazil, urging them to achieve an understanding with the United States for an end to the ceilings on coffee.

Brazil Chamber approves National Coffee Institute

The bill to create a National Coffee Institute has been approved by Brazil's Chamber of Deputies.

The bill calls for an administrative council and a directorate to run the Institute. On the council would be a representative of the governments of each of the five main coffee producing states, as well as a representative

LEONIDAS LARA & SONS, INC.

99 Wall Street

New York 5, N. Y.



FINE

COLOMBIAN COFFEES

TELEPHONE

Digby 4-8777

TELETYPE

NY 1-3368

Cable: NYLORENA

RUMORS OF CHANGES IN COFFEE CEILINGS SCOTCHED BY OPS

When rumors spread last month that coffee ceilings would be revised upward or lifted entirely, the Office of Price Administration promptly scotched the stories.

OPS said that no consideration is being given to revision of ceiling prices of green coffee.

The OPS said it "unqualifiedly denies" that it is considering removing or revising upward green coffee prices.

OPS declared "this statement is made in view of reports in the coffee market that this action is contemplated. It is reported that these rumors have affected the level of future trading prices recently."

OPS did not elaborate as to where the rumors began. Trade sources here indicated they originated in Brazil.

from the coffee trade in each of the four main cities—Santos, Rio, Paranagua, Victoria—plus a delegate representing the other, smaller markets.

The directorate would have five members, three of them farmers, all to be appointed by the president of Brazil.

For finances, the Institute would take over the remaining assets of the DNC and an export tax of ten cruzeiros per bag would also be established. No export license would be approved without proof of payment of the export tax.

Rio quotas for January, February used up

Coffee export quotas in Rio for the months of January and February, 1952, have been used up, the Divisao de Economia Cafeira announced.

Coffee sales declarations in that port for these two months have therefore been suspended.

Fred Silence named to head N. Y. Coffee Exchange in 1952

Frederick H. Silence has been named for president of the New York Coffee and Sugar Exchange, Inc., during the coming year by the mart's nominating committee.



Frederick H. Silence

Also on the slate is George V. Christman for vice president and William F. Prescott for treasurer.

Mr. Silence, widely known in the coffee industry, is vice president of Ruffner, McDowell & Burch, Inc. Mr. Christman, active in the sugar business, heads up his own firm, Little & Christman.

Nominated to serve two-year terms on the board of managers were Arthur A. Anisansel, Jack R. Aron, Herbert G. Bell, William H. Lee, Charles S. Lowry and John Pepion.

Already serving on the board, with terms expiring in 1953, are Leon Israel, Jr., G. W. Knauth, Gustavo Lobo, Jr., C. A. Mackey, William Reid and Gordon W. Voelbel.

Re: Brand Loyalty

The unique flavor which Muller's chicory imparts to coffee is a potent reason for brand loyalty. That's a fact which our customers recognize. Better preparation and superior quality is the cornerstone of our business.

E. B. MULLER & CO.

53 Wooster St. 613-615 South Peters St.
New York New Orleans, La.
Factories in Michigan

FAIRCHILD & BOLTE

GENERAL BROKERS

SHIPMENTS

F.O.B.'s

SPOTS

Green Coffees

91 FRONT STREET NEW YORK 5

Sees continued expansion in 1952 for coffee bags

By STANLEY H. BEAMAN, President
Modern Coffees, Inc.

Over two and one half years of actual marketing experience has proven to us the public's acceptance and demand for a quality coffee bag such as Steepolator Coffee Bags—one small enough to fit conveniently within the cup yet containing a sufficient amount of coffee to make a rich, full-bodied brew comparable with that obtained by the conventional pot method of brewing.

Steepolator Coffee Bag sales during their first two and a half years of existence have been limited only by the production capacity of the factory, and its inability until recently to manufacture additional coffee bagging machines fast enough to keep abreast of the demand. Unless unforeseen conditions develop to further restrict the use of steel for food packaging machinery, the planned expansion during 1952 of Steepolator production capacity should proceed fairly smoothly.

This expansion includes the opening of a West Coast and Middle Western plant to take care of the roasters in those areas who want to package their blend in Steepolator Coffee Bags without the necessity of shipping their coffee to Boston.

Packaging supplies—such as the coffee bag paper, jars and caps—have been obtainable so far in the quantities needed, and currently show no evidence of being unobtainable in desired quantities in 1952. The cost of these

supplies rose within the first year of Steepolator's introduction. The bag paper has recently increased in price materially and advance notice of another anticipated increase in the price of glass has just been given by the suppliers.

In spite of the cut into the profit picture because of high costs of materials, Modern Coffees intends to hold its price line and offset the reduction in unit profit by increasing its volume through expanded production during the next year. Marketing of the increased production of Steepolator Bags in 1952, because of a greatly improved product, is anticipated to be, as in the past, largely a question of supplying the demand.

The improved product is due to the very recent use of a new paper with a porosity of 900, as compared with the porosity of 175 of the paper regularly used in the past. Obviously this means much faster infusion and a stronger cup from the bag.

The wet strength, too, of the new paper is so much greater than the old that the possibility of breaking the bags, through rough stirring in the cup or accidental boiling when the pot method is used, is almost eliminated.

The third improvement is the use of new oleophobic fibers in the paper. Even after the vacuum has been broken and the jar has been open for a considerable length of time, the bag itself will not absorb coffee oils that might cause it to change color or possibly become rancid.

The rapid growth and consumer acceptance of the Steepolator Bag has made the coffee industry aware of coffee bags, and has caused speculation as to their effect in the coffee field, as related to the performance of tea bags in the tea field.

SUCCESSFUL MILLERS OF COFFEE ARE INQUIRING about the newest MOORSPEED COFFEE MILL.

A fresh grind is assured every time without a trace of stale deposit because preground coffee remaining in the chamber is impossible.

MOORE'S will be happy to design a mill that will INCREASE THE QUALITY OF YOUR PRODUCT—INCREASE YOUR PRODUCTION and DECREASE YOUR OVERHEAD.

FOR A MILD FULL FLAVORED GRIND,
GET A MOORSPEED MILL.

Send Today For Our Illustrated Coffee Brochure

MOORE DRY DOCK COMPANY

Industrial Machinery Division

FOOT OF ADELINE STREET

OAKLAND 4, CALIFORNIA

Higate 4-3919

Disastrous fire hits Breakfast Club Coffee plant in Los Angeles; trade rallies to aid

A disastrous fire hit the plant of the Breakfast Club Coffee Co., Inc., at 1300 Santa Fe Avenue, Los Angeles, early on a Monday morning last month.

Andrew S. Moseley, president of the company, reports that the fire, which started from an unknown cause, destroyed all of the firm's machinery and green coffee and most of the merchandise inventory.

A number of fire doors, working as they should, saved Breakfast Club's can supplies and the coffee-packing equipment, as well as a few trucks which were parked inside the building.

Despite the ravages of the fire, Breakfast Club was back in operation in a limited way on the very same day. The reason, Mr. Moseley explains, was the splendid cooperation of friends in the coffee trade. With their help, Mr. Moseley expected to be back in vacuum pack production the following week.

Fire destroys \$75,000 coffee, tea, spice stocks in warehouse

Fire destroyed \$75,000 worth of coffee, tea and spices in the warehouse of the Jewel Tea Co. at 1130 Twenty-second Avenue, Hayward, Calif., it was reported last month.

Although the entire stock was said to be lost, the warehouse is concrete and did not burn down. The interior, however, was badly damaged.

What started the fire was not determined.

8,000 cartons of instant coffee burn in \$200,000 warehouse fire

Some 8,000 cartons of instant coffee went up in flames last month when a \$200,000 fire swept through the Morris Plains, N. J., warehouse of the G. Washington Co., a division of American Home Foods, Inc.

The coffee was valued at \$80,000.

Other losses included 1,000 bags of coffee beans, valued at \$70 each, and a large quantity of prepared baby food.

The cause of the fire was not established.

1951 best coffee year yet for Guatemala

1951 was the best coffee year yet for Guatemala, according to estimates of the country's exports of the product.

The value of the coffee exports probably topped \$60,000,000 sources in that country indicated.

Officials of the Oficina Central de Cafe reported that coffee production by a plantations continued to promise a bumper crop for the 1951-52 season. Picking will continue through the month of March, 1952.

Costa Rica bans used sacks for coffee

The import of used coffee bags and the import of agricultural products in bags that are not absolutely new has been prohibited by a Costa Rican decree.

The decree stipulates that other used bags may be imported, provided they are fumigated before and after shipment to Costa Rica, but cannot be used to pack coffee.

JANUARY, 1952

HIGH GRADE

SOLUBLE COFFEE POWDERS

FOR THE TRADE

Let us pack YOUR LABEL Soluble Coffee to compete with other solubles in the same way your label regular coffees now compete with other regular coffees.

NO OBLIGATION INVOLVED IN HAVING US
DESCRIBE OUR COMPLETE SERVICE

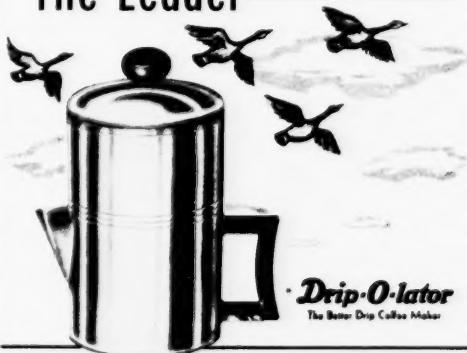
THE HARRISON CO.

601 West 26th St., New York 1, N. Y.

Phone: ALgonquin 5-3914

Soluble Coffee is Coffee Business

The Leader



Drip-O-lator
The Better Drip Coffee Maker

* Registered trade mark of The Enterprise Aluminum Co.

The acclaim of millions of housewives has placed the Genuine Drip-O-lator by Enterprise in the position of leadership. As a leader, the Drip-O-lator lives up to its name in "sparking" increased sales. It makes the ideal sales stimulating companion for any product.

THE ENTERPRISE ALUMINUM CO.

Massillon, Ohio

ONE OF THE WORLD'S LARGEST MANUFACTURERS OF
ALUMINUM COOKING UTENSILS



**Coffee industry mourns passing
of R. C. Wilhelm; widely known**

The coffee industry is mourning the death of Roy C. Wilhelm, who passed away on December 20th in a Norway, Maine, hospital at the age of 76.

Mr. Wilhelm, president and treasurer of R. C. Wilhelm & Co., Inc., a leading New York coffee firm, was widely known and deeply respected in this field, in which he had been active since the turn of the century.

Born in Zanesville, Ohio, Mr. Wilhelm operated a coffee plantation in Costa Rica before starting in the coffee business in New York.

During his decades in the trade, Mr. Wilhelm traveled extensively throughout the United States and was a well known figure in coffee circles. He was universally respected as a person of great personal dignity and integrity.

Since 1929, R. C. Wilhelm & Co., Inc., has been under the active management of Walter B. Carswell, vice president of the company, who joined the firm in 1908. The company is continuing under the same management.

Since 1929, Mr. Wilhelm had spent his summers amid the rugged beauty of rural Maine, near North Lovell, where he built a Swiss chalet. Some years later he made it his permanent home.

For many decades, Mr. Wilhelm's pithy comments in his company's advertisements on the back covers of The Spice Mill, now Coffee & Tea Industries, provided one of the more delightful and enlightening aspects of the coffee business.

His remarks in these ads ranged from observations on coffee trends to quotations from the Bahai world faith with which he was associated. His comments were always brief, fresh and marked by a profound faith in humanity.

He would frequently comment on coffee in general but revealing terms as in this ad: "Being told that coffee was a slow poison, Fontenelle, who lived a century, replied: 'I think it must be dead. I've been drinking it for 85 years and I'm not yet dead.'"

He would sometimes comment on the wider aspects of the coffee trade, as in this thought: "Business, when carried on with the thought of sharing in the world's work, doing something for the human family, gives greatly added zest."

Some of his ads helped to take the sting out of distressed market conditions. Once, for example, he commented, "According to Charles Lamb, a laugh is worth a thousand groans in any market."

On another occasion he turned his ad over to this definition: "Salesmanship—the scientific cultivation of good will."

The good will created by Mr. Wilhelm during his career in coffee will live on after him, a fitting monument to one of the industry's most respected figures.

Edward F. Holbrook dead

Edward F. Holbrook, president for more than 40 years of the Holbrook Grocery Co., Keene and Woodsville, N. H., died recently at the age of 75.

Leading wholesale grocers in New England, the Holbrook Grocery Co. has been active for many years in coffee and tea packing and distributing.

Mr. Holbrook was also president of the Palmer-Simpson Co., Laconia, N. H., grocers, and a director of the Burlington Grocery Co., in Vermont.

GABRIEL DE PAULA & CIA., LTDA.

Coffee Exporters

SANTOS • RIO DE JANEIRO • PARANAGUA
B R A Z I L

GRBR — a trademark of quality

FAIRCHILD & BOLTE

T. L. McRAITH & COMPANY

WELDON H. EMIGH CO., INC.

FELIX J. VACCARO

NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

Comissários e Exportadores

BARROS S/A

Coffee Exporters

P. O. Box 1047

Rua do Comércio No. 26

SANTOS, BRAZIL

Trade saddened by death of Carl Stoffregen

Carl H. Stoffregen, head of Steinwender, Stoffregen & Co., Inc., until liquidation of the firm was begun last year, died in Montclair, N. J., last month at the age of 73.

Born in St. Louis and educated at Washington University, he entered his father's business as a young man. He was active in St. Louis until 1913. After a trip to Brazil, he joined the New York branch of the firm he later headed.

Elected to head the Coffee and Sugar Exchange in the early 1920's he was reelected several times. He was active for 20 years in the work of the National Coffee Association, particularly on a committee for the promotion of coffee consumption in this country. He also was active in the founding and development of the Green Coffee Association of New York.

Mr. Stoffregen's firm had a branch in Colombia for many years and he was credited with much work toward the development of the coffee export trade from that country. He was consulted by the government on coffee problems in both World Wars.

He belonged to the Downtown Association in New York and was a director of the Montclair Trust Company.

He leaves his wife, four daughters, a sister, a brother and seven grandchildren.

Bennett named marketing head of Eppens, Smith

James G. Bennett has been appointed marketing director for the Eppens, Smith Co., Inc., Long Island City, N. Y., it was announced last month by Frank Hodson, president.

Mr. Bennett will direct merchandising, advertising, marketing and sales of Holland House Coffee and Holland House Tea.

He had been with St. Georges & Keyes, New York advertising agency, as an account executive.

An intensive year-long campaign to increase Holland House Coffee sales in the metropolitan area was revealed by Mr. Bennett.

The coffee made its debut at the year-end on the Mary Margaret McBride program (1:00 p.m. to 2:00 p.m., EST, over Station WJZ, New York, Monday through Friday).

Intensive merchandising and a planned promotion will be used in addition to the local broadcasts, Mr. Bennett declared. The show was bought for a year through St. Georges & Keyes, Inc.

Schilling fêtes top 11 salesmen

A. Schilling & Co., San Francisco packers of coffee, spices and extracts, was host recently to 11 salesmen out of the company's sales forces of 200 in 21 western states.

For having placed first in the company's 1951 Schilling director's sales contest, each of the 11 salesmen was awarded expense-paid trips to San Francisco with their wives, President Clarence E. Miller said.

AMEDEO S. CANESSA

CASA FUNDADA POR A. CANESSA EN 1869

[Established by A. Canessa in 1869]

SAN SALVADOR, EL SALVADOR, C.A.

WASHED COFFEES

AMEA • LVLI

CENTRAL STRICTLY HIGHGROWN

CENTRAL HIGHGROWN

CENTRAL STANDARD

Also stock lots of Unwashed Salvadors for immediate shipment

L. E. TORO, INC.

15 William Street, New York 5, N. Y.

Representatives

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Member: Green Coffee Association of N. Y. City, Inc.;
National Coffee Association

JEROME GUMPERZ CO.

Coffee Importers

100 FRONT STREET, NEW YORK 5, N. Y.

Cable: JERRYMOR

COMERCIAL ANTONIO PEREZ S/A

Coffee Exporters

SANTOS — BRAZIL

Agents

FAIRCHILD & BOLTE
New York

WESTFELDT BROTHERS
New Orleans

WELDON H. EMIGH CO., INC.
San Francisco

H. L. C. BENDIKS, INC.

NEW YORK

96 Front St.

NEW ORLEANS

225 Magazine St.

IMPORTERS - JOBBERS

COFFEE - TEA

N. V. KOFFIE HANDELMY MATAGALPA

P. O. Box 631

AMSTERDAM, C. HOLLAND

IRMÃOS PEREIRA S/A

Comissária e Exportadora

RUA JOSE RICARDO No. 32
End. Telegr. "Perico"

CAIXA POSTAL 411
Tel. 2-3793

SANTOS

MALZONI & CO., LTD.

Coffee Exporters

SANTOS - BRAZIL

Represented in all U.S.A. by

OTIS, McALLISTER CO.

Sees record coffee exports by Mexico in 1950-51 season

Coffee exports in the 1950-51 season will be the highest in Mexican history, calculated at 860,000 bags of 60 kilos each, announced the National Coffee Commission. Home consumption this season will be 262,000 bags, the Commission estimates—185,000 bags from the new crop and 77,000 from others, reports Douglas Graham, Mexico City correspondent of Coffee & Tea Industries.

Though not citing figures, the Commission estimates that the new coffee crop will be slightly lower than that of this season because of such setbacks as sharp frost in the Huasteca regions of Veracruz, Hidalgo and San Luis Potosi States, prime coffee zones, and floods provoked by cyclones in other belts.

Private coffee sources estimated the overall 1951-52 coffee production at 1,055,000 bags of 60 kilos each.

Increased coffee cultivation, with the aid of the National Coffee Commission, is being arranged for the Misantla district, Vera Cruz State, by the coffee planters union of that region.

Volume range

Coffee beans exports from 1947 to 1950 totaled 159,341 metric tons and had a declared value of 758,000,000 pesos (about \$108,250,000 at the foreign exchange rates of 4.85 to 8.65 pesos per dollar obtaining during that period) announced the National Statistics Department. The tonnage range for the years was: 1947, 32,868; 1948, 31,424; 1949, 49,620 (the peak of the period); 1950, 46,020.

This year, up to August 31st, coffee bean exports totaled 38,704 tons, worth 302,000,000 pesos (\$34,650,000).

Juan Rebollo Clement, president of the National Coffee Commission, corrected a statement made in an editorial by Excelsior, important Mexico City daily newspaper, to the effect that the semi-official National Foreign Commerce Bank has to spend millions of pesos to import coffee and rice. Mr. Clement said that though Mexico exported 860,000 bags of coffee of 60 kilos each during the 1950-51 season—October, 1950, to September, 1951—the most Mexico sold abroad in any year during the past half century, and got \$62,000,000 for that sale, there was ample coffee—200,000 bags of 60 kilograms each—for home consumption during that period.

New plantings

The Commission plans coffee cultivation on large tracts in Hidalgo State, particularly the Huasteca and Sierra regions, lands not much cultivated in other crops but because of soil and climatic conditions highly promising for coffee. The Commission plans to grant coffee planters in these and other suitable zones six-year credits on the basis of repayments of 20 per cent during the fourth year and 40 per cent each during the fifth and sixth years. This plan, the Commission expects, will soon provide Mexico with many new coffee plantations.



Juan Rebollo Clement

Is coffee soda breaking through?

(Continued from page 15)

when they received over 70 per cent dealer-acceptance. Grocery, supermarket, variety and drug stores had already received many calls for the product.

There had not been any paid advertising in any media up to then. Instead, the Paul organization had arranged for more free advertising: famous-name orchestra leaders visiting radio disc-jockeys brought along bottles of Coffee Time and thus started some chatter. Tie-ups were arranged with television stations, with Coffee Time given away as prizes and studio audiences treated to samples.

Cooperative ads were started in April with department stores and supermarkets, such as Jordan Marsh, Elm Farm, Food Fair, Stop and Shop, Market Basket, and S. S. Pierce. Pierce also sent leaflets to their entire mailing list.

Point-of-purchase material was used extensively. Much of it featured pictures of Rudy Vallee holding a bottle of Coffee Time with catch phrases such as "My Time is Coffee Time", "Any Time is Coffee Time", and "Make Your Time Coffee Time"—all based on Vallee's radio theme song, "My Time Is Your Time."

Bottle toppers, window banners and inside store banners as well as other display signs helped increase sales.

Demonstrations were conducted in stores. Customers were asked to sample Coffee Time with milk, cream and ice cream, to show the product's versatility as a mixer. Suggestions were given on mixing Coffee Time with various liquors, an idea also carried to restaurants and nightclubs, where table tents and menu-tippers were supplied.

The buying of the coffee for making the product is done by Mr. Brown. Coffee Time does its own processing. It makes a concentrate which it ships to franchised bottlers, together with directions for bottling the carbonated drink.

Although the consumer was the main objective, Coffee Time's executives were well aware that they first had to sell the dealer and his sales help. The staffs were given demonstrations similar to those aimed at the customer, together with sales talks about the product.

Coffee ice cream sodas, too

Small variety stores that sold ice cream and tonic but had no soda fountains were shown how they could sell ice cream sodas, simply by adding a scoop of ice cream to a paper cup filled with Coffee Time. These stores were also well supplied with display signs suggesting Coffee Time ice cream sodas. In grocery stores selling packaged ice cream from a freezing cabinet, Coffee Time put up display signs suggesting that housewives take home Coffee Time with the ice cream to make their own ice cream sodas at home. Highly favorable reactions and sales resulted.

At the famous Boston "Pops" Concerts, wines and beers had been served for years. It was suggested that they serve Coffee Time ice cream sodas as well as Coffee Time itself, and this proved an additional revenue-maker for them, as well introducing the product to many more persons.

On June 1st, Mr. Soble and Mr. Brown presented the one millionth bottle to Mayor John Hynes in his office at Boston City Hall—an event fully covered by the newspapers.

Three days later, the company launched Coffee Time in the New York area with a press party. Mr. Vallee was in Houston, but a direct wire was set up so that Mr. Vallee could speak with reporters individually, as well as with the

(Continued on page 16)

HARD & RAND

INCORPORATED

Established 1875

**Importers
of
Green Coffees**

**107 WALL STREET
NEW YORK**

Members:

New York Coffee & Sugar Exchange, Inc.
Green Coffee Association of N.Y.C., Inc.
National Coffee Association of U.S.A.

Offices and Agents in Principal
Countries of Production



PRODUCTS OF STANDARD BRANDS INCORPORATED

Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-W'n—Barber-Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Doder—Doder Line
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Grancolombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IPC—IFC Lines
Independent—Independent Line
Ibrandid—Ibrandid Co., Inc.
Italiam—Italian Line
LatPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maerik—Maerik Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PaFar—Pacific Far East Line, Inc.
PaTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Netherland Steamship Co.
Robin—Robin Line
Scross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Sued-Am—Swedish American Line
UFRuit—United Fruit Co.
West Cos—West Coast Line, Inc.
West Lar—West Lar Co. Line

Abbreviations for ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gl—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS SHIP LINE DUE

ACAJUTLA

1 13	Cstl Rambler	Grace	LA1 24 SF1 27 Se2 1
1 20	Square Smet	Grace	LA1 30 SF2 1 Se2 6
1 25	Gunners Knot	Grace	Cristobal ² 2 4
2 1	Cougarve	UFRuit	Cristobal ² 2 4
2 1	Cstl Avnturer	Grace	LA2 12 SF2 15 Se2 20
2 6	Alfa	UFRuit	Cristobal ² 2 9
2 13	Cstl Nomad	Grace	LA2 24 SF2 27 Se3 4
3 2	Cougarve	UFRuit	Cristobal ² 3 2

ACAPULCO

1 21	Gunners Knot	Grace	Cristobal ² 2 4
2 9	Anchor Hitch	Grace	Cristobal ² 2 23

AMAPALA

1 10	Cstl Rambler	Grace	LA1 24 SF1 27 Se2/1
1 12	Cstl Nomad	Grace	Cristobal ² 1 20
1 25	Cougarve	UFRuit	Cristobal ² 2 4
1 27	Gunners Knot	Grace	Cristobal ² 2 4
1 29	Cstl Avnturer	Grace	LA2 12 SF2 15 Se2 20
1 30	Alfa	UFRuit	Cristobal ² 2 9
2 10	Cstl Nomad	Grace	LA2 24 SF2 27 Se3 4
2 15	Anchor Hitch	Grace	Cristobal ² 2 23
2 25	Cougarve	UFRuit	Cristobal ² 3 5

BARRANQUILLA

1 10	Fiador Knot	UFRuit	NO1 21
1 14	Cstl Avnturer	Grace	LA2 12 SF2 15 Se2 20
1 16	Cape Cmbrnd	UFRuit	NY1 27
1 23	Cape Ann	UFRuit	NY2 3
1 24	Levers Bend	UFRuit	NO2 4
1 26	Cstl Nomad	Grace	LA2 24 SF2 27 Se3/4

SAILS SHIP LINE DUE

BARRIOS

1 10	San Benito	UFRuit	HO1 14 NO1 17
1 12	Adm Fraser	UFRuit	NY1 19
1 19	Orotava	UFRuit	HO1 23 NO1 27
1 21	Byfjord	UFRuit	NY1 28
1 26	Mayari	UFRuit	HO1 31 NO2 3
1 27	Marna	UFRuit	NY2 3
1 31	A vessel	French	LA3 7 SF3 10
2 2	Ingr Skou	UFRuit	HO2 7 NO2 10
2 3	Matura	UFRuit	NY2 10
2 9	San Benito	UFRuit	HO2 14 NO2 17
2 10	Adm Fraser	UFRuit	NY2 17

BUENAVENTURA

1 21	La Baule	Independence	LA2 5 SF2 8 Va2 13 Se2 15 Po2 16
1 22	Adela	Grace	LA1 30 SF2 1 Se2 6
1 25	Shipper	Gulf	HO2 5 NO2 9
2 3	Brele	Independence	LA2 20 SF2 22 Po2 27 Se2 29 Po3 1
2 8	Banker	Gulf	HO2 19 NO2 23
2 9	Eliana	Grace	LA2 17 SF2 19 Se2 26
2 22	Farmer	Gulf	HO3 5 NO3 9
2 23	A vessel	French	LA3 7 SF3 10
3 8	Merchant	Gulf	HO3 19 NO3 23

CARTAGENA

1 14	Cape Cmbrnd	UFRuit	NY1 20
1 21	Cape Ann	UFRuit	NY2 3
1 22	Levers Bend	UFRuit	NO2 4
1 25	La Baule	Independence	LA2 5 SF2 8 Va2 13 Se2 15 Po2 16

SAILS	SHIP	LINE	DUÉ
1 28	Cape Avonf	UFruit	NY2 10
2 4	Cape Cod	UFruit	NY2 17
2 5	Fidler Knot	UFruit	N02 18
2 7	Brele	Independence	LA2 20 SF2 22 Po2 27 Se2 29 Va3 1
2 26	A vessel	French	LA3 7 SF3 10

CHAMPERICO

1 16	Citi Rambler	Grace	LA1 24 SF1 27 Se2 1
1 22	Square Sennet	Grace	LA1 30 SF2 1 Se2 6
2 4	Citi Avantuer	Grace	LA2 12 SF2 15 Se2 20
2 16	Citi Nomad	Grace	LA2 24 SF2 27 Se3 4

CORINTO

1 15	Citi Nomad	Grace	Cristobal 1 20
1 17	Square Sennet	Grace	LA1 30 SF2 1 Se2 6
1 24	Cougarve	UFruit	Cristobal 2 4
1 28	Citi Avantuer	Grace	LA2 12 SF2 15 Se2 20
1 29	Alfa	UFruit	Cristobal 2 9
1 30	Gummers Knot	Grace	Cristobal 2 4
2 9	Citi Nomad	Grace	LA2 24 SF2 27 Se3 4
2 18	Anchor Hitch	Grace	Cristobal 2 3
2 21	Cougarve	UFruit	Cristobal 3 5

CRISTOBAL

1 13	Fidler Knot	UFruit	N01 21
1 14	Cape Cod	UFruit	NY1 20
1 21	Cape Embroid	UFruit	NY1 27
1 27	Levris Bend	UFruit	N02 1
1 28	Cape Ann	UFruit	NY2 3
2 4	Cape Avonf	UFruit	NY2 10
2 10	Fidler Knot	UFruit	N02 18
2 11	Cape Cod	UFruit	NY2 17

DAR es SALAAM

1 29	Air Star	Farrell	NY2 25
2 14	Rainbow	Farrell	NY3 12

EL SALVADOR

1 27	Vesuvio	Italian	LA2 4 SF2 7 Va2 12 Se2 20 Po2 22
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SAILS	SHIP	LINE	DUÉ
1 28	La Baule	Independence	LA2 5 SF2 8 Va2 13 Se2 15 Po2 16
2 10	Bresle	Independence	LA2 20 SF2 22 Po2 27 Se2 29 Va3 1
2 13	Etna	Italian	LA2 23 SF2 26
2 28	A vessel	French	LA3 7 SF3 10

GUATEMALA

1 11	Chili	French	LA1 17 SF1 20 Val 24 Sel 28 Po2 1
1 28	Vesuvio	Italian	LA2 4 SF2 7 Va2 12 Se2 20 Po2 22
1 29	La Baule	Independence	LA2 5 SF2 8 Va2 13 Se2 15 Po2 16
2 11	Brele	Independence	LA2 20 SF2 22 Po2 27 Se2 29 Va3 1
2 14	Etna	Italian	LA2 23 SF2 26
2 29	A vessel	French	LA3 7 SF3 10

GUAYAQUIL

1 17	Adela	Grace	LA1 30 SF2 1 Se2 6
2 5	Eliana	Grace	LA2 17 SF2 19 Se2 26

ILHEUS

1 15	Fylgia	Norton	Bo NY Pa Ba
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LA LIBERTAD

1 11	Citi Nomad	Grace	Cristobal 1 20
1 13	Citi Rambler	Grace	LA1 24 SF1 27 Se2 1
1 19	Square Sennet	Grace	LA1 30 SF2 1 Se2 6
1 26	Gummers Knot	Grace	Cristobal 2 4
1 31	Cougarve	UFruit	Cristobal 2 4
2 1	Citi Avantuer	Grace	LA2 12 SF2 15 Se2 20
2 4	Alfa	UFruit	Cristobal 2 9
3 13	Citi Nomad	Grace	LA2 24 SF2 27 Se3 4
2 14	Anchor Hitch	Grace	Cristobal 2 23
3 1	Cougarve	UFruit	Cristobal 3 5

LA UNION

1 11	Citi Rambler	Grace	LA1 24 SF1 27 Se2 1
1 13	Citi Nomad	Grace	Cristobal 1 20
1 18	Square Sennet	Grace	LA1 30 SF2 1 Se2 6
1 28	Gummers Knot	Grace	Cristobal 2 1
1 28	Cougarve	UFruit	Cristobal 2 4

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SAILS	SHIP	LINE	DUE
1 30	Cstl Avnturer	Grace	LA2 12 SF2 15 Se2 20
2 1	Alfa	UFruit	Cristobal 2 9
2 11	Cstl Nomad	Grace	LA2 24 SF2 27 Se3 4
2 16	Anchor Hitch	Grace	Cristobal 2 23
2 28	Cougarive	UFruit	Cristobal 3 5

LIMON

1 15	Fiador Knot	UFruit	N01 21
1 29	Levers Bend	UFruit	N02 4
2 12	Fiador Knot	UFruit	N02 18

LOBITO

1 16	Fernglen	Am-W Afr	NY2 15
1 19	Roseville	Am-W Afr	NY2 28
1 23	Cape Romain	Delta	N02 22
2 4	Del Sol	Delta	N03 2
2 5	A steamer	Farrell	NY3 9
3 7	Taurus	Am-W Afr	NY4 15

LUANDA

1 2	Honeville	Am-W Afr	NY2 15
1 11	Afr Pilot	Farrell	NY2 10
1 17	Roseville	Am-W Afr	NY2 15
1 19	Fernglen	Am-W Afr	NY2 15
1 20	Cape Romain	Delta	N02 22
2 1	Del Sol	Delta	N03 2
2 5	A steamer	Farrell	NY3 9
3 3	Taurus	Am-W Afr	NY4 15

MATADI

1 10	Fernglen	Am-W Afr	NY2 15
1 17	Cape Romain	Delta	N02 22
1 29	Del Sol	Delta	N03 2

MARACAIBO

12 24	Cstl Rambler	Grace	LA2 24 SF1 27 Se2 1
1 11	Cstl Avnturer	Grace	LA2 12 SF2 15 Se2 4
1 28	Cstl Nomad	Grace	LA2 24 SF2 27 Se3 4

MOMBASA

1 10	Sherwood	Robin	NY3 18
1 24	Afr Star	Farrell	NY2 25
2 9	Rainbow	Farrell	NY3 12
2 15	Tuxford	Robin	NY4 22

PARAMARIBO

1 21	A vessel	Alcoa	NY2 8
2 11	A vessel	Alcoa	NY2 26
3 3	A vessel	Alcoa	NY4 18
3 24	A vessel	Alcoa	NY1 18
4 14	A vessel	Alcoa	NY5 19

PARANAGUA

1 7	Forster	PAB	LA2 1 SF2 4 Va2 10 Se2/11 Po2/13
1 11	Mormacdale	Mormac	Ba1 31 Pa2 2 NY2 4
1 12	Mormacsun	Mormac	LA2 6 SF2 9 Va2 14 Se2 16 Po2 18
1 15	Del Aries	Delta	N02 6 Ho2 11
1 20	Mormacswan	Mormac	Ba2 10 Pa2 11 NY2 13
1 24	Bowmante	IFC	NY2 11 Ba2 15 Bo2 18 Ha2 21
1 25	Horda	Scro	NY2 16 Bo2 20 Pa2 22 Ba2 24
1 26	Mormacland	Mormac	LA2 20 Se2 23 Va2 28 Se3 1 Po3 3
1 30	Alphacca	Hol-Int	NY2 18 Bo2 21 HR2 24 Ba2 26 Pa2 26
2 1	Mormacwren	Mormac	NY2 19 Bo2 23 Ba2 25 Pa2 26
2 2	Grenanger	Wes-Lar	LA2 2 SF3 5 Po3 13 Se3 16 Va3 17
2 4	Holberg	Nopal	N02 25 Ho2 28
2 14	Arensydk	Hol-Int	NY3 6 Bo2 9 HR3 12 Ba3 13 Pa3 17
2 18	Trader	PAB	LA3 15 SF3 17 Va3 23 Se3 24 Po3 26
2 26	Falkanger	Wes-Lar	LA3 27 SF3 10
3 10	Seafarer	PAB	LA4 5 SF1 6 Se1 12 Va4 14 Po4 18

PORT SWETTENHAM

1 27	Cornelius	Maersk	NY3 31
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PUNTARENUS

1 10	Square Sennet	Grace	Cristobal 1 13
1 15	Square Sennet	Grace	LA1 30 SF2 1 Se2 6

JANUARY 1952



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SAILS	SHIP	LINE	DEU
1 17	Citi Nomad	Grace	Cristobal 1 20
1 19	Cougarve	UFruit	Cristobal 2 4
1 24	La Baul	Independence	LA2 5 SF2 8 Va2 13 Se2 15 Po2 16
1 25	Vesuvio	Italian	LA2 4 SF2 7 Va2 12 Ce2 20 Po2 22
1 26	Citi Aviturer	Grace	LA2 12 SF2 15 Se2 20
1 26	Alfa	UFruit	Cristobal 2 9
2 1	Gunner Knot	Grace	Cristobal 2 4
2 6	Bresta	Independence	LA2 20 SF2 22 Po2 27 Se2 29 Va3 1
2 7	Citi Nomad	Grace	LA2 24 SF2 27 Se3 4
2 11	Etna	Italian	LA2 23 SF2 26
2 19	Cougarve	UFruit	Cristobal 3 5
2 20	Anchor Hitch	Grace	Cristobal 2 23
2 25	La Heve	Independence	LA3 7 SF3 10

RIO de JANEIRO

1 10	Ravanger	Wer-Lar	LA2 3 SF2 6 Po2 14 Se2 17 Va2 18
1 10	Del Mundo	Delta	NO1 27 Ho2 1
1 14	Forester	PAB	LA2 2 SF2 4 Va2 10 Se2 11 Po2 13
1 20	Del Ares	Delta	NO2 6 Ho2 11
1 23	Brazil	Normac	NY2 4
1 23	Del Norte	Delta	NO2 6
1 26	Bowmonte	IFC	NY2 11 Ba2 15 Bo2 18 Ha2 21
1 31	Honda	SDrms	NY2 16 Bo2 20 Pa2 22 Ba2 24
1 31	Campero	Dider	NY2 17 Bo2 20 Pa2 22 Ba2 24 Nf2 26
2 2	Alphacca	Hol-Int	NY2 18 Bo2 21 HR2 24 Ba2 26 Pa2 27
2 6	Uruguay	Normac	NY2 18
2 7	Grenanger	Wer-Lar	LA3 2 SF3 5 Po3 13 Se3 16 Va3 17
2 8	Holberg	Nopal	NO2 25 Ho2 28
2 19	Arensdyk	Hol-Int	NY3 6 Bo3 9 HR3 12 Ba3 13 Pa3 17
2 21	Bowhill	IFC	NY3 8 Pa3 12 Ba3 14 Bo3 17 Ha3 20
2 25	Trader	PAB	LA3 15 SF3 17 Va3 23 Se3 24 Po3 26
3 3	Falkanger	Wer-Lar	LA3 27 SF3 30
3 17	Seafarer	PAB	LA4 5 SF4 6 Se4 14 Po4 17

SAN JOSE

1 15	Citi Rambler	Grace	LA1/24 SF1/27 Se2/1
1 21	Square Sintel	Grace	LA1/30 SF2/1 Se2/6
1 24	Gunner Knot	Grace	Cristobal 2 4
2 3	Citi Aviturer	Grace	LA2 12 SF2 15 Se2 20

SAILS	SHIP	LINE	DEU
2 12	Anchor Hitch	Grace	Cristobal 2 23
2 15	Citi Nomad	Grace	LA2 24 SF2 27 Se3 4

SANTOS

1 10	Bowgran	IFC	NY1 25 Pa1 29 Bo2 1 Ha2 4
1 10	Mormacsun	Mormac	LA2 5 SF2 9 Va2 14 Se2 16 Po2 18
1 12	Forester	PAB	LA2 2 SF2 4 Va2 10 Se2 11 Po2 13
1 16	Mormacdale	Mormac	Ba1 31 Pa2 2 NY2 4
1 18	Del Ares	Delta	NO2 6 Ho2 11
1 21	Bowmonte	IFC	NY2 11 Ba2 15 Bo2 18 Ha2 21
1 21	Brazil	Mormac	NY2 4
1 22	Del Norte	Delta	NO2 6
1 24	Mormacland	Mormac	LA2 20 SF2 23 Va2 28 Se3 1 Po3 3
1 25	Mormacswan	Mormac	Ba2 10 Pa2 11 NY2 13
1 29	Horda	Scross	NY2 16 Bo2 20 Pa2 22 Ba2 24
1 29	Campero	Dodes	NY2 17 Bo2 20 Pa2 22 Ba2 24 Nf2 26
1 30	Mormacmar	Mormac	Jx2 11 NY2 14 Bo2 17 Pa2 19 Ba2 20 Nf2/21
2 1	Alphacca	Hol-Int	NY2 18 Bo2 21 HR2 24 Ba2 26 Pa2 27
2 5	Grenanger	Wes-Lar	LA3 2 SF3 5 Po3 13 Se3 16 Va3 17
2 6	Mormacwren	Mormac	NY2 19 Bo2 23 Ba2 25 Pa2 26
2 6	Holberg	Nopal	NO2 25 Ho2 28
2 11	Mormacstar	Mormac	Ba2 23 NY2 25 Bo2 29 Ha2 3
2 16	Arensdyk	Hol-Int	NY3 8 Bo3 9 HR3 12 Ba3 13 Pa3 17
2 19	Bowhill	IFC	NY3 8 Pa3 12 Ba3 14 Bo3 17 Ha3 20
2 23	Trader	PAB	LA3 15 SF3 17 Va3 23 Se3 24 Po3 26
3 1	Falkanger	Wes-Lar	LA3 27 SF3 30
3 15	Seafarer	PAB	LA4 5 SF4 6 Se4 12 Va4 14 Po4 17

TAMPICO

1 22	Danaholm	Swed-Am	Ha2 15 StJ02 17
2 4	Sparreholm	Swed-Am	Ha2 28 StJ03 2
2 23	Tunaholm	Swed-Am	Ha3 17 StJ03 19
3 13	Danaholm	Swed-Am	Ha4 6 StJ04 9

VERA CRUZ

1 16	Danaholm	Swed-Am	Ha2 15 StJ02 17
2 1	Sparreholm	Swed-Am	Ha2 28 StJ03 2
2 19	Tunaholm	Swed-Am	Ha3 17 StJ03 19
3 7	Danaholm	Swed-Am	Ha4 6 StJ04 9



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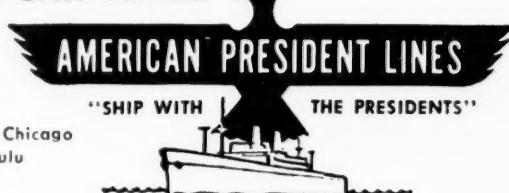
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VICTORIA

1 12	Del Mundo	Delta	N01 27	Ho2 1
1 22	Del Aires	Delta	N02 6	Ho2 11
2 4	Alphacca	Hol-Int	NY2 18	Bo2 21
2 9	Holberg	Nopal	N02 25	Ho2 28
2 21	Arensydk	Hol-Int	NY3 6	Bo3 9
			MR3 12	Ba3 13
			Pa3 17	

TEA BERTHS

CALCUTTA

1 2	City Birmingham	Elli-Buck	Bo	Bo	NY	Pa	Nf	Ba
1 14	Exhibitor	Am-Exp	Bo	NY	Pa	Ba	Nf	
2 5	Explorer	Am-Exp	Bo	NY	Pa	Ba	Nf	
2 7	City Cictta	Elli-Buck	Bo	NY	Pa	Nf	Ba	
2 8	Lawak	JavPac	SF3 12	LA3 18	Po4 3	Va4 7	Se4 9	
2 8	Lombok	JavPac	LA4 10	SF4 16	Po4 22	Se4 28	Va5 1/	
2 15	Excelsior	Am-Exp	Bo	NY	Pa	Ba	Nf	

COCHIN

1 13	East-Prince	Prince	Ha2 6	Bo2 9	NY2 11
2 22	Cing-Prince	Prince	Ha4 15	Bo4 18	NY4 20
5 9	Brit-Prince	Prince	Ha6 2	Bo6 5	NY6 7
6 4	East-Prince	Prince	Ha6 26	Bo6 28	NY6 30

COLOMBO

1 11	East-Prince	Prince	Ha2 6	Bo2 9	NY2 11			
1 11	Chastine Msk	Maersk	NY2 19					
1 12	City Birmingham	Elli-Buck	Bo	Bo	NY	Pa	Nf	Ba
1 18	Exhibitor	Am-Exp	Bo	NY	Pa	Ba	Nf	
1 25	Sanangan	JavPac	LA3 2	SF3 8	Po3 15	Va3 18	Se2 26	
2 7	City Cictta	Elli-Buck	Bo	NY	Pa	Nf	Ba	
2 9	Explorer	Am-Exp	Bo	NY	Pa	Ba	Nf	
2 25	Silvercrest	JavPac	SF4 2	LA4 11	Po4 28	Va5 3	Se5 9	
3 20	Cing-Prince	Prince	Ha4 15	Bo4 18	NY4 20			
5 7	Brit-Prince	Prince	Ha6 2	Bo6 5	NY6 7			
6 2	East-Prince	Prince	Ha6 26	Bo6 28	NY6 30			

HONG KONG

1 11	Taft	Am-Pres	SF1 30	LA2 1	
1 16	Madison	Am-Pres	SF2 14	LA2 16	
1 17	Grete Msk	Maersk	SF2 13	NY3 5	
1 22	Flying Scud	PacFar	SF2 7		
1 26	Mail	Pioneer	NY3 13		
2 1	Wilson	Am-Pres	SF2 19	LA2 23	
2 3	Olga Msk	Maersk	SF2 27	NY3 17	
2 8	Jefferson	Am-Pres	SF3 9	LA3 12	
2 12	Pierce	Am-Pres	SF2 27	LA3 1	
2 14	Jeppeisen Msk	Maersk	SF3 12	NY3 31	
2 24	Cleveland	Am-Pres	SF 3	13	LA3 18
2 26	Land	Pioneer	NY4 13		
3 3	Hulda Msk	Maersk	SF3 28	NY4 17	
3 6	Taft	Am-Pres	SF4 2	LA4 5	
3 16	Wilson	Am-Pres	SF4 3		
3 17	Train Msk	Maersk	SF4 13	NY5 3	
3 22	Madison	Am-Pres	SF4 14	LA4 17	

KOBE

1 12	Cleveland	Am-Pres	SF1 26		
1 15	Taft	Am-Pres	SF 1	30	LA2 1
1 15	Title	Pioneer	NY2 27		
1 24	Madison	Am-Pres	SF2 14	LA2 16	
1 25	Grete Msk	Maersk	SF2 13	NY3 5	
1 31	Mail	Pioneer	NY3 13		
2 1	F J Lcknbc	JavPac	SF2 12	LA2 15	
2 5	Wilson	Am-Pres	SF2 19	LA2 23	
2 9	Olga Msk	Maersk	SF2 27	NY3 17	
2 10	Dale	Pioneer	NY3 23		
2 16	Jefferson	Am-Pres	SF3 9	LA3 12	
2 22	Jeppeisen Msk	Maersk	SF3 12	NY3 31	
2 26	Cleveland	Am-Pres	SF3 13	LA 3 18	
3 2	Land	Pioneer	NY4 13		
3 7	McKinley	Am-Pres	SF3 22	LA3 25	
3 9	Hulda Msk	Maersk	SF3 28	NY4 17	
3 14	Taft	Am-Pres	SF4 2	LA4 5	
3 20	Wilson	Am-Pres	SF4 3		
3 25	Train Msk	Maersk	SF4 13	NY5 3	
3 35	Madison	Am-Pres	SF4 14	LA4 17	

SHIMIZU

1 12	Leise Msk	Maersk	SF1 28	NY2 17
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JANUARY, 1952

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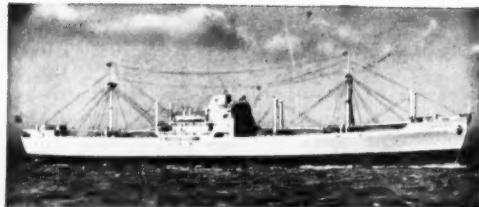
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EVERY 10 DAYS**
**CANADIAN SAILINGS
FORTNIGHTLY**



SAILS	SHIP	LINE	DEU
1 26	Madison	Am. Pres	SF2 11 LA2 16
1 28	Grete Msk	Maersk	SF2 13 NY3 5
2 12	Olga Msk	Maersk	SF2 27 NY3 17
2 18	Jefferson	Am. Pres	SF2 14 LA 2 16
2 25	Jeppeisen Msk	Maersk	SF3 12 NY3 31
3 12	Hulda Msk	Maersk	SF3 28 NY4 17
3 16	Taft	Am. Pres	SF3 2 LA3 5
3 28	Trein Msk	Maersk	SF4 13 NY5 3

TANGA

1 26	Afr Star	Farrell	NY2 25
2 11	Afr Rainbow	Farrell	NY3 12

YOKOHAMA

1 13	Marine Arrow	PacFar	SF1 24 LA 1 27
1 14	Flying Scud	PacFar	SF2 7
1 14	Cleveland	Am. Pres	SF1 26
1 15	Leise Msk	Maersk	SF1 28 NY2 17
1 16	Pacific Bear	PacFar	SF2 1 LA2 4
1 18	Tide	Pioneer	NY2 27
1 19	Taft	Am. Pres	SF1 30 LA2 1
1 25	George Lucknow	PacFar	SF2 6 LA2 9
1 27	F J Lucknow	PacFar	SF2 12 LA2 15
1 31	Madison	Am. Pres	SF2 14 LA2 16
1 31	Grete Msk	Maersk	SF2 13 NY3 5
2 3	Mail	Pioneer	NY3 13
2 7	Wilson	Am. Pres	SF2 19 LA2 23
2 13	Dale	Pioneer	NY3 23
2 15	Olga Msk	Maersk	SF2 27 NY3 17
2 23	Jefferson	Am. Pres	SF3 9 LA3 12
2 29	Jeppeisen Msk	Maersk	SF3 12 NY3 31
3 1	Cleveland	Am. Pres	SF3 13 LA3 18
3 5	Land	Pioneer	NY4 13
3 11	McKinley	Am. Pres	SF3 22 LA3 25
3 15	Hulda Msk	Maersk	SF3 28 NY4 17
3 18	Taft	Am. Pres	SF4 2 LA4 5
3 22	Wilson	Am. Pres	SF4 3
3 31	Trein Msk	Maersk	SF4 13 NY5 3

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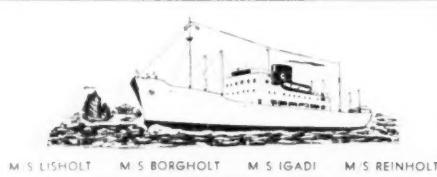
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Shipping

**Ocean freight rates increased on coffee
shipped from Brazil to U. S. Pacific ports**

Ocean freight rates on coffee shipped from Brazil to U. S. Pacific ports have been increased 15 cents a bag as of the new year.

The new rate is \$2.00 a bag, as against \$1.85 a bag last year.

The increase continues the 25-cent differential between the Pacific Coast rate and the Gulf and Atlantic rate. The latter rate was increased on January 1st from \$1.60 a bag to \$1.75.

**Timlin named general freight traffic
manager by Mississippi Shipping Co.**

Appointment of J. S. Timlin as general freight traffic manager of the Mississippi Shipping Co., New Orleans, has been announced by Thomas J. Conroy, vice president in charge of traffic.

The appointment was effective January 1st. Mr. Conroy said. Mr. Timlin was formerly freight traffic manager of the company.

Other personnel changes announced by Mr. Conroy include: Lucien W. Seemann, former assistant freight traffic manager, now freight traffic manager for the South American

division; and Joseph N. Lala, former assistant freight traffic manager, now freight traffic manager, West African division.

Mississippi Shipping operates freight and passenger vessels to Brazil, Uruguay and Argentina, and freight vessels, with limited passenger accommodations, to West Africa.

East Coast Colombian agreement extended

The East Coast Colombian Conference has extended its coffee freighting agreements to March 31st, 1952.

They were previously scheduled to expire on December 31st, 1951.

Coffee trends in Africa

(Continued from page 17)

East African and Kivu growers entered voluntarily into long-term contracts with the British government; they obtain for that part of their production a price of around half to two-thirds of the market value. British West African producers have similar contracts, and their exports are declining, because the growers find it more profitable to sell their coffee in neighboring non-British territories. The export tax has been raised this year from about one to one and a half per cent on Ethiopian coffees and from seven to ten per cent on Belgian Congos.

The costs of interior freight rates and handling charges have risen everywhere.

In Uganda and in Ruanda Urundi, the two governments control similar types of equalization funds which are mounting rapidly. The Uganda fund is derived from cotton and coffee jointly, and stood at around £20,000,000 earlier this year, with cotton by far the largest contributor. The money is used for the building of schools, hospitals, roads, and for social welfare, and the scheme is criticized on the grounds of withholding from the Africans adequate purchasing power for consumer goods. The tax in Ruandi Urundi was raised to 48/- per cwt. in June, 1950, which is still considerably less than the disparity between world prices and the return to the growers in Uganda.

London's status in the world's coffee trade is not without interest, in view of the relatively insignificant part played by the U.K. as a consumer. London arbitration is still called for under the contracts of a large proportion of the European trade and London merchants probably contrive to handle a wider variety of coffees than those of any other country. Authorities have encouraged this by granting special exchange facilities, and have helped, too, with an official policy aimed at rebuilding sterling as an international currency. We see these conditions, and particularly the African scene, as a reflection in a small context of Britain's responsibility and Britain's opportunity, situated as she is—politically, geographically and economically—between the continents.

In Kenya, the 1950-51 crop results were approximately as follows: M.O.F. (Ministry of Food) 6,003 tons; free market, 3,504; local consumption, 254; total, 9,761.

Reflecting long years of care and attention to plantations, the quality of this crop remains one of uniform excellence, which makes it a pleasure to handle.

The past crop of 9,761 tons is expected to be substantially exceeded this year as the result of an unusually heavy flowering being followed by excellent rains, and latest estimates are as high as 18,000 tons. Quality already shows signs of being very good.

At 61,790 acres, the area under coffee is about four per

(Continued on page 61)

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in preparation. Write for details, cost.

Is coffee soda breaking through?

(Continued from page 31)

group as a whole through amplification.

Within a few weeks, franchised bottlers were signed for Manhattan, Bronx, Brooklyn and Long Island in New York, as well as in Providence, R. I., and Newark, N. J. Distribution had meanwhile been well set up throughout the six New England states, which were being supplied Coffee Time through the Boston franchise, the Moxie Bottling Co.

Every major chain in New England and New York state then accepted the product, for which they had already felt there was a great demand.

The rapid rise of Coffee Time Products of America is all the more impressive since the soft-drink beverage industry is considered one of the most highly competitive fields. Then, again, many on the sidelines felt that Coffee Time was too expensive at 18 cents per pint, two for 35 cents.

Coffee Time is packed in champagne-style bottles, on a no-deposit, no-return basis, which is most acceptable to housewives as well as merchants. Dealers are assured a 29 per cent profit—much greater than on most other soft drinks.

An extensive newspaper, radio and television advertising campaign in the New England, New York and New Jersey territories started in mid-October.

Plans have been worked out to the franchising Coffee Time throughout the country. According to plans, Coffee Time will be produced and sold in every major market in the country before this new year is out.

It may well be that coffee soda is breaking through at last.

New process for curing coffee

(Continued from page 13)

a consequence of the enzyme treatment.

In practice, the enzyme preparation is added as a dry powder to the pulped beans, on which it is soon dissolved in the surface moisture. Temperatures up to 50 to 60 C are tolerated by the enzyme. Hydrogen ion concentrations corresponding to pH 3.5 to 4.0 favor the most rapid action of the enzyme, but the action is suitably fast at the natural reaction of pulped coffee beans (pH 5.0). A thorough and uniform distribution of the enzyme over the surface of all of the beans is desirable and this may be accomplished by either hand or mechanical stirring.

After removing the digested mucilage by washing, the next time-consuming operation is drying. This may be done by sun drying on a patio and sometimes by mechanical dryers. Sun drying requires one to two weeks, depending on the weather, and damage to quality may occur as a consequence of the growth of molds and bacteria if the coffee is wet by rain during the drying period. Present methods for mechanical drying usually require 36 to 60 hours. Our experimental work showed that washed parchment coffee could be dried in about four to six hours, both on a laboratory and on a pilot plant scale, and that the coffee thus rapidly dried is of top quality if the other curing steps are carried out correctly.

The more rapid drying in our pilot plant experiments was accomplished with a through-flow rotary dryer. Similar results can undoubtedly be obtained with any one of a number of modern efficient dryers. With a properly designed

(Continued on page 42)

Coffee Movement In The U. S. Market
(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st Brazil	Month Total
		Brazil	Others	Total		
1950						
May	1,052	605	592	1,197	715	1,171
July	1,632	875	647	1,522	805	1,243
August	2,065	1,126	966	2,092	1,152	1,621
September	1,837	1,017	757	1,774	1,050	1,418
October	1,844	1,092	820	1,912	1,073	1,420
November	1,306	823	501	1,324	932	1,301
December	1,256	822	457	1,279	909	1,337
1951						
January	1,768	1,037	742	1,779	1,019	1,374
February	2,012	987	912	1,899	1,051	1,489
March	2,342	1,321	935	2,256	1,244	1,684
April	1,461	893	812	1,705	1,089	1,575
May	1,310	741	602	1,343	887	1,282
June	1,314	778	622	1,400	920	1,252
July	1,244	738	646	1,384	739	1,096
August	1,038	479	588	1,067	559	919
September	1,189	769	401	1,170	836	1,136
October	1,459	929	410	1,339	998	1,301
December	1,538	820	592	1,412	1,008	1,192

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin (Preliminary)

The Coffee Outlook

Despite all its headaches, which loomed large at the moment, 1951 is rolling into history as one of the least turbulent years since the war for the coffee industry in this country.

The year before, the industry was still rocking under the impact of the sizzling price rise of the fall of 1949. But in 1951, despite other troubling factors, the trade had worked back to a far healthier situation in public attitudes.

Not that the year just ended did not have its crises. But they were not nearly as disturbing as the ones the industry had just weathered.

By and large, the year was a comparatively stable one on the price front. Between extreme high point and low, the range was about eight cents a pound.

The year closed with prices slightly below those prevailing at the end of 1950, but the levels were not far away from the high point for the year. Moreover, indications are that the new year will not be old before a stiffening of prices will become manifest, prodded by crop reports and other factors in the producing countries.

Early in 1951 came the freeze on prices, an astonishingly few years after the controls born of the last war had been discarded. Coffee ceilings were fixed at the then high levels,

and although for a while it appeared that green men here would be squeezed against the ceilings by price pressure in the producing countries, later the market softened and for most of the year trading was done with room to breathe.

Toward the end of the year, however, the prices were once again, on occasion, stabbing at the ceilings.

The year also saw Brazil move actively in the development of a coffee "defense" policy, first with the establishment of minimum export prices, then with the still current quotas on the amount of coffee which can be shipped from the principal coffee ports.

Colombia continued to give strong support to her market through her well-established minimum price program.

By and large, roasters made their purchases during the year to fill current needs, without committing themselves to large inventories. Financing problems played a part in the shaping of such policies.

Probably the most important element to become apparent during the year was the evident adjustment by consumers in this country to paying higher prices for coffee, as compared to the low postwar levels.

In fact, consumption probably rose, according to prevalent roaster opinion. Imports in all likelihood topped 1950's shipments by 1,250,000 bags.

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Free And Bonded Warehouses

New process for curing coffee

(Continued from page 10)

dryer, relatively high temperatures and correspondingly shorter times can be used without detriment to coffee quality. Compared to the usual coffee dryer, the new rapid drying method uses higher temperatures, thus effecting higher drying efficiency and lowered fuel costs. Consequently, the cost of rapid drying is substantially lower than that of standard mechanical drying.

The choice of a method for curing coffee in any given area depends on such factors as climate, water supply, available labor supply and degree of technical development of the area. For these reasons, the actual coffee curing practice varies widely from country to country and from district to district. Where the above-mentioned factors are not in favorable there is, according to our present understanding, a "preferred" or ideal coffee curing process. This process comprises:

1. Mechanical removal of the skin and part of the pulp of the coffee cherries to yield "pulped beans".

2. Pectic enzyme digestion at ambient temperature of the residual mucilaginous layer coating the pulped beans. Fifteen thousandths of one per cent based on the initial weight of the cherries, twenty five thousandths of one per cent based on the weight of the pulped beans or ninety thousandths of one per cent based on the weight of the finished dry green coffee was found to be a suitable concentration of a given pectic enzyme preparation.

3. Washing of the pulped beans to remove the digested mucilage.

4. Mechanical drying in four to six hours of the digested and washed pulped beans (beans in clean parchment).

5. Hulling and grading by accepted methods.

Rapid curing makes it possible to pick coffee cherries one day and produce dry green coffee the next day, with no chance for deterioration. The enzyme digestion is carried on during the night.

The pectic enzyme digestion of the coffee cherry mucilage is the most important step in the new curing process. Provided this step is employed, several variations of the preferred process may be made with good results. For example, the washing step may be omitted in locations where water is scarce, provided the drying is started immediately on the completion of the enzyme digestion.

Great interest

Another permissible variation is to dry in the sun, but only if the climate is such that there is little or no danger of rain damage or serious delay in the drying. If weather conditions are perfect, top quality coffee may be produced by sun drying and the cost of drying is low. In most coffee growing localities, however, there is risk of occasional rain, hence damage to quality through mold growth may occur and handling costs are greatly increased. Mechanical drying is to be preferred in most cases.

Recent reports from Brazil and several Central American countries indicate great interest in the new process, even in those countries now producing good washed coffee, because pectic enzyme curing offers the means for the first time of insuring the production of top quality coffee instead of the usual coffee of variable and unpredictable quality.

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Editorials

75 years young

With this issue of Coffee & Tea Industries, formerly The Spice Mill, we begin our 75th year as the "pioneer journal of the coffee, tea and spice industries."

We take pride in the fact that we are the "pioneer journal" in these fields.

It means that for three-quarters of a century we have been serving the coffee, tea and spice industries. These years cover boom and depression, war and peace. They cover the period during which the country as a whole, and these industries with it, grew to their present adulthood.

Our Volume 1 Number 1 is dated January, 1878. In that year, the New York Coffee and Sugar Exchange was not yet in existence. One of the most pressing problems of the coffee man, as well as those handling other foods, was adulteration. And the coffee industry was still so young that a common memory here was the time when buying or selling coffees already roasted was unknown.

In 1878, tea from India was still relatively new. That product was considered the exclusive business of China and Japan, and teas from other countries were apt to be looked upon as spurious. The first tea plantations had been established in Assam only 17 years before, but production had grown rapidly. By 1875 exports from Calcutta had reached the then startling figure of 25,000,000 pounds!

That first issue of The Spice Mill, as did later ones, dropped some significant straws into the wind. An article on "The New Tea Region" noted that China teas were lately of poor quality. The cause, the article pointed out, lay "in hasty preparation, with a view of bringing the teas early to market."

In India, on the other hand, planting, picking and firing were done more systematically, and consequently a better quality of tea was produced.

These facts, and the significant part they played in the decades that followed, may well be kept profitably in mind today!

In other respects, the problems of 1878 have a familiar ring. Today's packers contending with wild cups-to-the-ring pound claims by over-eager competitors might relish this 1878 quip:

Landlady (to boarder who has passed his cup six times) — "You are very fond of coffee, Mr. Smith."

Mr. Smith — "Yes madam, it looks as if I was, when I am willing to swallow so much water for the sake of getting a little."

Seventy-five years ago, as today, coffee was a leading import in terms of value, exceeded in 1877 only by sugar. The tremendous progress made in the period since is best shown by the totals involved. The value which made coffee the second top import in 1877 was \$53,634,991.

In that year, the value of coffee imports was about three times that of tea, which totaled \$16,481,467—another indication of the vast changes which have occurred since.

In volume, coffee imports in 1877 reached 145,568 tons. Don't smile. That was considerable progress over the 104,485 tons imported nearly a decade earlier.

Our 75 years of service to the coffee, tea and spice trades do not, we'd like to point out, weigh heavily upon our shoulders. We take pride, true, in the fact that we are the "pioneer journal." But we take even greater pride in the fact that we are at the same time the *pioneering journal*.

In readability, in techniques of reporting, in the creation of new departments, in the setting up of new services to readers, Coffee & Tea Industries, formerly The Spice Mill, has always been ready to keep up with, and often to foresee, the changing needs of our industries as imposed by changing times.

That's why, as we enter our 75th year, we like to think of ourselves as being 75 years young.

We are old in experience, an inestimable asset, as any businessman knows. And we try to be ever young in approach, in energy, in flexibility, in boldness.

As we enter this next quarter century, we should like to recall the greeting with which this publication began its first year, in our first issue:

"With the beginning of a New Year, in which we heartily extend to all our friends the compliments of the season, we have also the pleasure of greeting you with our new publication. And, as we trust that in the coming year the inherent practical honesty of our people and nation will dominate and be in harmony with an unerring Providence, bringing increased confidence, and with it business prosperity, so we hope that, in some humble way, we may be instrumental in encouraging the same by giving practical information upon subjects of interest to those engaged in business in general, but especially in relation to the coffee and spice and kindred lines of business."

Thank you

We'd like to take this means of saying thank you to our many hundreds of friends in this country and throughout the world who so graciously sent us holiday greetings.

Your letters, cards, wires, cables and holiday tokens of various kinds are deeply appreciated.

May we add, here, our hope that in the coming year you will enjoy good business and good health—and a continuation of that deep friendliness which makes the coffee, tea, spice and flavor industries so gratifying to the people who are part of them.

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Industry rolling on "Take Tea Week"

Stamford, Conn., is home base in nationwide drive for hot tea marked by special events

Some of more than 70 food products which are joining to mark "National Take Tea and See Week" this month.

As home base for its 1952 "National Take Tea and See Week" celebration, the tea industry has selected Stamford, Connecticut.

Special activities, including a big parade and selection of the 1952 "Take Tea and See Week" Queen, will take place in the city during the week of January 18th to the 26th. Mayor Thomas F. J. Quigley has proclaimed the period "National Take Tea Week" in Stamford and businessmen, through their associations, have pledged enthusiastic support in promoting the event. The Mayor has also asked all citizens to join in the celebration.

It is appropriate that Stamford should be particularly honored during "National Take Tea and See Week." One of the oldest cities in the United States, and rich in its heritage of early history, Stamford is closely allied with tea, long a part of the American heritage.

While "Take Tea and See Week" is a national venture, much of the news occurring in connection with the event will originate in Stamford. Network and local radio and television programs will carry "National Take Tea and See Week" news. Movie, radio, television, stage and screen stars will join in the celebration in all parts of the country.

The "National Take Tea and See Week" Queen, who will be selected in Stamford, will join the ranks of such former tea industry queens as Marie Wilson, June Allyson, Adele Jurgens; models Flora-Jean Seeman, Mary Collins, Virginia Wilson, Marilyn and Jacquelyn Hall; starlets Ann Zaka and Camille Williams; and singer Margaret Whiting. Mayor Quigley will hold a press conference for the new Queen and offer her Stamford's congratulations.

Besides the coveted crown, Stamford's "Take Tea and See Week" Queen will receive more than \$1,000 in merchandise, gifts and cash. Model fees will be paid for all photographs taken and a complete wardrobe and accessories will be awarded, including street length dresses, evening gowns, jewelry, a watch, hats, negligees, hosiery, lingerie, perfume, handbags, sport clothes, a tea set, and a complete make-up kit.

Any Stamford girl 16 years of age or over from Stamford, Connecticut is eligible for the competition.

A colorful parade will highlight Stamford's "Take Tea and See Week" activities. The parade, to be held the



second day of the event—Saturday, January 19th—will be made up of members of many community organizations in the city, including civic, educational, industrial and merchant groups.

Three divisions, each representing a different letter, and together spelling out the word "Tea," will march through the city's main streets, beginning at the High School and terminating at City Hall.

The first division, forming the letter "T" will represent Stamford's official tribute to the tea industry of the world. The second, "E," will feature floats depicting the romantic story of tea—its history and how it is grown and processed. The third section, the "A," will emphasize the American aspects of tea, beginning with the accidental discovery of iced tea at the St. Louis World's Fair of 1904. Costumes and automobiles of that era will be shown and the theme will be carried through to the present time.

Thousands of people from Stamford and vicinity are expected to watch the procession in honor of the world's most popular beverage.

More than 70 related items will join in marking "National Take Tea and See Week." Replacing the "National Hot Tea Week" of previous years, the event is also being backed by the tea industry's advertising campaign.

Full color ads are appearing in Life magazine and in 33 metropolitan dailies. Promotion and merchandising aids related to the ads have been distributed to restaurants and groceries the country over.

The theme song for this year's event is "Tea For Two." Radio, stage and screen stars are again joining in special celebrations and promotions.

Among the food products and organizations tied in for "Take Tea and See Week" are: Heublein's Cream Vichyssoise, Onion Soup and Black Bean Soup, Robertson's Marmalade, A-1 Sauce, A-1 Mustard, House of Herbs, A. L. Roth's Almond Macaroons, Huntley & Palmer Biscuits, FFV Lemon & Orange Wafers, Borden's Starlac, Charlotte Charles Rum Cakes and Ginger Cookies, Royalties Place Mats and Ronzoni Egg Noodles.

Also Lipton's Frostee, Lipton's Noodle Soup, Ac'cent, Servisette Paper Table Decorations, Underwood Deviled Ham, Hall China Co., American Pop Corn Co., Puerto Rican Rum Institute, National Cranberry Association,

Knox Gelatin, Gerber Baby Foods, Ozark Mountain Smokehouse, Kellogg Variety-Pak, Sadler Teapots, National Macaroni Institute, Fusten's Shelled Pecans, Armour Meat, National Canners Association, Libby, McNeill & Libby, McCormick Co. Spices, Rice Millers Association, H. J. Heinz Co., Pillsbury Mills, Cereal Institute, National Donut Association and Wheat Flour Institute.

Also Kraft Cheese, Dole Sales Co., American Meat Institute, Hormel, United Fruit Co., Vermont Maid Syrup, Campbell's Soups, Minute Tapioca, Hunt Tomato Sauce, Mazola Salad Oil, National Dairy Council, Jello, National Pickle Packers Association, Tabasco Sauce, Bird's Eye Frozen Foods, S & W Bouillon Cubes, California Walnut Growers' Association, Maraschino Cherry Institute, Premier Olive Oil, Corn Products Refining Co. and Idaho Potato Packers.

Also Nabisco Shredded Wheat, Del Monte, Baker's Chocolate and Baker's Cocoanut, Brer Rabbit Molasses, Swanson's Boned Chicken, Virginia Dare Orange Bitters, Aunt Jemima Pancake Mix, Redbow Yellow Peas, Thomas Date-Nut Loaf, Quaker Oats, Sunshine Hydrox Cookies, Baking Soda, Desert Treasures Dates and Sunkist Oranges and Lemons.

Three special "Take Tea and See Week" food stories are being released, each containing special tie-ins with these products.

Tea plantations in Pakistan

At present tea plantations in Pakistan are confined to the eastern part of the country, where they cover a standard acreage of 67,000, producing an average total of about 45 million pounds of tea.

Tea by mail from Japan is new retail promotion

Quality Japanese teas, sent from that country by mail, have been advertised to the consumer by the Jones Shokai Co., New York City.

Two varieties of tea are handled. One is the traditional green tea, Sencha, the other a new toasted type, Hojicha said to be popular in Japan's hotels and restaurants.

The teas are packaged in colored Japanese lacquered canisters packed in woven wicker containers. The entire item is then over-wrapped in Japanese newspapers that bear official Japanese post marks.

The firm explains the shipping process in this way. The importing company in New York wires orders to Japan. The tea is then prepared and wrapped to guarantee freshness upon receipt in the United States by the customer. The tea is shipped from Shizuoka, Japan. Within five weeks the tea is delivered to its United States destination.

The green Sencha tea is marketed in 16-ounce quantities, while the toasted, stronger Hojicha type comes in 13-ounce containers. Each is priced at \$4.50, including postage.

MCCORMICK APPOINTS CECIL & PRESBREY, INC.

MCCORMICK & CO., of Baltimore, have appointed as their advertising agency CECIL & PRESBREY, INC., of New York City, for their complete line of spices, extracts and teas, in addition to the insecticides and plant foods previously handled by the agency.

Taylor S. Castell is account executive.



Taking Stock?

As the New Year commences, take stock of your planned Tea Promotion. Be certain it is aimed to attract New Tea Drinkers and Teen-Agers. This opportunity for greater profits is a challenge worthy of your best efforts. Make your Tea "belong".

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MEDAN (SUMATRA) • TAIPEH (FORMOSA)

New Tea "specs" set up for purchasing agents

Institutions will be serving better tea in the future as a result of revision by the Tea Association of the U.S.A. of existing tea specifications. The new specifications are designed to guide purchasing agents for tea in the current tea market, it was announced by Herbert C. Claridge, TA president.

New Jersey was the first state to adopt the new specifications. Other states are expected to follow in the near future.

In setting up the specifications, the Tea Association pointed up these major changes in the tea market of today as opposed to conditions years ago:

1. Tea used to be sold at retail in bulk, where it was valued more for the appearance of the leaf than cup quality. Today's teas, sold in small packages, often contain as many as 15 different types of tea from as many as six different producing areas.

2. Years ago green and oolong teas had a considerable market in the U. S. Today black is the outstanding favorite and most leading brands contain only black tea.

3. Teabags, once virtually unknown, now account for at least 50 per cent of total poundage.

4. In the past three or four decades, tea production has been introduced into several new countries and all countries have improved and standardized former methods of manufacture. Almost all grades of tea can be obtained from any one of the producing countries today.

5. Existing specifications at local, state and federal levels are outdated and do not consider the above factors. The net result is that some bidders are eliminated and others prevented from offering the best available value.

In arriving at proper specifications, the Tea Association established that the first point to consider is the purpose for which the tea is intended.

Orange pekoe, Pekoe, Broken Orange Pekoe, Broken Pekoe, Fannings, etc., are all gradings based on *leaf size*, not quality. Both fine and fair teas are found in all these sizes, so that these designations are not standards of quality.

Size is important, however, in connection with methods of service. For example, the buyer may have a choice between loose tea or teaballs. In choosing either type, it is preferable to accept a leaf size as small as the particular standard so that maximum strength of the brew is obtained. In loose tea, too small a leaf would go through a strainer.

Fancy leaf style should not be emphasized, however, as this increases the cost without improvement in cup quality. Tea balls should contain either broken grades or broken grades and fannings.

Loose tea or tea balls in large bulk containers are cheaper to pack, but may be harder to control unless loose tea is weighed out and tea balls counted. When large quantities of tea are used, tea in original chests may offer the best value. It is not economical, however, to draw small quantities of tea from an open chest over



The mayor of Stamford, Conn., Thomas F. J. Quigley, signs the proclamation which makes "National Take Tea and See Week" official in that city, home base for the industry's celebrations. Looking on (from left) are the Tea Bureau's John M. Anderson, Gerard L. Brant and William F. Treadwell.

a long period of time, for the tea may absorb moisture and odors and is likely to be carelessly measured, thus costing more in the long run than tea put up in small packages.

Purchasing agents must consider whether the tea should be of minimum quality with price the first consideration, or whether the tea should be about equal to the average available in regular grocery stores. Perhaps, on the other hand, it should be even better.

The Tea Association's standards for black tea cover all three of these possibilities. Since any individual tea has its own peculiarities and is difficult to compare with teas of other countries or even other sections of the same country, the Tea Association's medium and fine standards are blends of various black teas which have a more general character and can thus be more easily matched by a combination of teas.

Green and oolong teas can no longer be considered on price level alone, but for instances where these teas are really preferred, there are standards set.

It is recommended that purchasing agents use the panel of experts set up by the Tea Association. Recognized tea brokers also may do this. All passings on contract work should include establishment of the desired standard, a check of bid samples and samples of the actual deliveries. All bid samples should be submitted under blind numbers to conceal the identity of the bidder.

Tea acreage in Ceylon

Of the 561,031 acres planted with tea, 328,972 acres are situated in the Central Province, consisting of the Kandy, Nuwara Eliya and Matale Districts. The other main tea district is the Badulla District, where 93,391 acres are under tea.

See Ceylon's 1951 tea production topping country's 1950 output

Ceylon's tea production in 1951 is forecast at well over 500,000,000 pounds according to the U. S. Department of Commerce.

Weather conditions during 1951 have been good and if they continue favorable, the output will probably be in excess of the 306,200,000 pounds produced in 1950.

Tea acreage is increasing slowly, and the Tea Controller is making an effort to see that all new land is scientifically planted and cultivated.

The total area planted with tea on the island was 561,031 acres last March 31st, according to the administration report of the Ceylon Tea Controller. Of this acreage, 496,060 acres consisted of estates. Small holdings totalled 64,971 acres. The area wholly planted with tea was 536,731 acres, while 24,300 acres were interplanted with tea.

The total acreage under tea on March 31st, 1949, was 555,576 acres.

The number of estates was 2,447, as compared with 2,402 the previous year. The number of small-holdings was 78,841.

Estimate 95,668,825 pounds as Japan's 1951 raw tea output

Raw tea production in Japan in 1951 probably totaled 95,668,825 pounds, according to the National Federation of

Agricultural Cooperation Associations.

Of that amount, 91,957,794 pounds were green tea, 2,838,598 pounds black tea, and 872,433 pounds were other kinds.

Figure 1951 tea production in Taiwan

Production of tea in Taiwan (Formosa) in 1951 is estimated at 10,285 metric tons, according to the Provincial Department of Agriculture and Forestry.

Of this total, 6,180 tons are black tea, 500 Oolong tea, and 3,605 tons of Paoching and other teas (including green tea and other kinds).

Domestic construction was about 1,000 tons in 1951.

The Taiwan Tea Exporters Association (reorganized from the Taiwan Tea Dealers' Association) estimated that all export stocks on hand would be exported before the end of the year.

Plan more tea in Belgian Congo

Tea has been grown in eastern Kiva Province of the Belgian Congo since 1932, according to Foreign Commerce Weekly. Production has been small (about 186 metric tons of dry tea in 1950) and has been sold primarily to natives. However, the area devoted to tea cultivation has tripled since World War II and future expansion is planned on an even larger scale.

The government plans to participate in the construction of two modern processing plants. If plans are carried out, the Colony may produce about 1,440 tons of dry tea by 1957. Of that amount, several hundred tons will probably be exported.



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JAPAN GREEN TEA

— Ask Your Importer

Tea research in India

By C. J. HARRISON,
Chief Scientific Officer
Indian Tea Association
Tocklai Experimental Station



A soil chemist at work on a tea research station. Photo by The Tea Bureau, London.

Known vaguely, if at all, to many tea men in the United States, the work of the tea research stations in the producing countries has contributed beyond measure to the world's tea output, in quality and in quantity.

To help fill this gap in trade awareness, *Coffee & Tea Industries* (formerly *The Spice Mill*) is running a series of articles by top men in leading tea research stations throughout the world.—Ed.

Part 3—Conclusion

In its earliest stages, the manufacture of tea in Assam followed the old Chinese methods. The leaf plucking was spread on bamboo racks to wither. When some moisture had evaporated from the leaf and it became soft and flabby, it was gathered up in handfuls and rolled and squeezed between the hands, bruising and twisting the leaf. It then began to ferment and turn reddish brown, when it was fired, or dried on trays over charcoal "chulas," small furnaces.

The present machinery for rolling, firing and grading of tea was developed in the first place by planters with engineering experience and gradually improved upon by those engineering firms, such as Marshall & Sons and Davidsons & Co., who first began to make tea machinery. There has, however, been little real advance technically on a practical scale within recent years in the methods employed in tea manufacture.

In Assam weather conditions are such that it is generally possible to obtain a wither on the leaf, and no developments in artificial or controlled withering have been undertaken, as in Darjeeling, South India and Ceylon.

Development of tea manufacture has generally been along the lines of improving existing methods rather than trying to invent new methods.

Assam teas are noted for their strong infusions, "second flush" flavor, and brightness in color. The teas are often very tipsy and of good regular make and appearance. Darjeeling teas, on the other hand, sell for their delicate flavor.

Some 25 years ago, the bacteriologist at Tocklai found that in many factories insufficient attention was being paid to cleanliness in manufacture, resulting in teas becoming infected during manufacture with undesirable organisms. These he isolated and found to belong to two main classes, those which destroyed the protein part of organic matter and

produced ammonia, and those which produced lactic acid, resulting in a sourness. Both forms could develop rapidly under hot humid conditions and resulted in poor teas. Methods were developed for maintaining a sterile condition of machinery and fermenting beds, with the result that teas greatly improved in liquor.

Work on the chemistry of the changes which go on during black tea manufacture had been conducted for many years, both in Assam and in other tea-producing countries, such as Java, Ceylon and Japan. It was found that what was thought to be tannin in tea was in reality a different set of substances, the catechins, and that these, when exposed to the oxygen of the air, by rolling and bruising the leaf, became oxidized by enzymes to produce the characteristic red-brown substances which cause the color of tea infusions.

Much research work is still going on in tea chemistry and may well result in entirely new and simpler methods of tea manufacture.

The selection and breeding of better varieties of tea plants is a new development, as scientific work in this direction only started in 1937 and was seriously interrupted by the war. Tea belongs to the genus *Camellia*, and its species goes under the name *Camellia sinensis*. Other *Camellia* species can be found growing wild in the forests of the hill tracts surrounding Assam, and some are very alike to tea, in appearance. There are several varieties of the species *Camellia sinensis*, just as there are varieties of rice or lettuce.

Thus, since China and Assam varieties of tea were originally planted up in Assam, we now have a hopeless mixture of crosses in our tea estates and it is impossible to buy a true commercial variety, as in the case of most other crops.

The task of selecting desirable types of tea, from the point of view of good yield, good quality, resistance to drought and disease, etc., began in 1937, and considerable progress has been made. The first step was to select individual bushes for some desirable character or other, and to find a means of multiplying these desirable bushes. This is done by taking leaf and stem cuttings and growing these into bushes. Great success has attended this work and it is now possible to plant out new areas of tea from the cuttings of selected mother-bushes. In this way, one can avoid planting bushes which are weakly and low yielding, or which produce poor quality tea or are susceptible to disease and drought.

Work is now in progress to breed newer and better var-

ieties of tea by crossing selected bushes, but it will be some years before results of commercial value are obtained from this work.

It is a tribute to science that it has been possible to double crop per acre during the last 50 years. There is no other agricultural industry in India which can claim a similar success.

Assam became world famous only because of its tea industry, and the prosperity of the province depends entirely on this industry. Unfortunately, costs of production have increased to such an extent that it is becoming increasingly difficult to produce economically. Moreover, it cannot be expected that the present world shortage of tea—which keeps the selling price at its present high level—will continue.

It is therefore obvious that the Assam tea industry must devote itself to making teas of a high standard at as low a production cost as possible. Mechanical methods of plucking, cultivation and pruning will need to be called on to increase the present low efficiency of hand methods, while research must lead the way to better methods of tea manufacture.

Hand in hand with better culture and manufacture of tea must go better use of available land for production of fuel, food and fodder crops and grazing for cattle, and in these directions the tea industry of Assam is turning its attention more and more.

Notes improvement in tea chests from India

A general improvement in tea chests was noted in a recent bulletin of Balmer Lawrie & Co., Ltd.

Now that over half this season's teas have passed through

the port (Calcutta), we can state with assurance that for the first time in several years there is a definite improvement in the general condition of tea chests," the bulletin declared.

Indigenous plywood has undoubtedly improved in quality, the bulletin explains, but the main reason is probably that extra care has been given to the assembling of the chests at the gardens. Moreover, better quality fittings are being used.

Contributory factors, the bulletin adds, are better handling of the chests by port labor and the fact that a greater percentage of the chests are now carried by river to Calcutta.

Last year the rules and regulations committee of the Tea Association of the U.S.A. pointed out to authorities in India that improper assembly of the tea chests on the estates, as well as poor materials, were probably responsible for a good part of the then widespread damage to the chests.

Specific reasons, such as too narrow strips of metal used to bind the sides of the panels, were spotlighted by the Tea Association group.

The improvement in the chests undoubtedly reflects to a significant degree the constructive efforts of this Tea Association committee.

Hints on how to conserve your supplies of Cellophane for tea carton overwraps

Report machine defects immediately . . . if film is "side-slipping," have side plates installed.

Rewrap Cellophane rolls at the end of each day.

Make sure the film used is in good condition by following the supplier's recommendations for storage, rewrapping and handling.

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Tea leaves

pointed comments by a tea trade dean

By ROBERT A. LEWIS

The power of suggestion

"Salesmen who cover chair instead of territory always on bottom"—Chinese proverb.

Everyone in the tea business must be a salesman for tea *all* the time—and especially when dining out.

As was pointed out at the recent tea convention, some 60,000,000 meals are served every day in America and few of them, in relative terms, are served with tea.

One reason for this status is that tea has been poorly made in public eating places for years. Now a tremendous sales job must be developed to overcome the restaurateurs' bad tea-making habits, if they may be called such, and to stimulate them into adopting good tea making habits.

Already thousands of restaurateurs have seen the wisdom of serving tea properly, have learned that it pays off in dollars and cents, and many more will follow suit when the facts are brought to their attention.

Apart from improper service, a second reason for the relatively small tea sales in public eating places is the fact that restaurant personnel seldom suggest tea to customers.

I am certain that many patrons would try a cup of hot tea if, at the moment they were considering what beverage to select, the waiter would offer the idea of tea.

For that to happen, the idea must first be made the property of the restaurant operator and his staff.

Facts will help achieve this objective. The most pertinent fact is that tea is profitable, highly so. As was pointed out in *Tea Marketing Facts*, issued by The Tea Bureau: "On the average, the cost of a cup of tea in the home or to the restaurateur is less than half that of a cup of coffee."

For 50 years we have been saying that next to water, tea is the cheapest beverage that can be served. It's a statement no less worthy today of constant repetition and still wider publicity.

Another very good way to promote the service of better made tea is by selling tea bags weighing no less than the standard minimum size of 35 grains, or 200 to the pound. This size should be the smallest sold, a point emphasized by Angus McAdam, the distinguished Boston tea man, in a guest column in this corner in the August issue of *Coffee & Tea Industries* (formerly *The Spice Mill*).

In that column, entitled "How much tea in a tea bag?" Mr. McAdam urged heavier weight tea bags. He said, and we agree, that the time is at hand for improving tea bag service. He even suggested, as a possibility, that government standardization through a regulation on weights might be requested.

We believe that with a heavier weight tea bag brewing a stout-hearted, richer cup of tea, per capita tea consumption will increase.

It would be smart, I think, for some of the prominent packers to introduce a tea bag larger in size than the standard 35 grain bag, for use both in the home and in the restaurant.

In the meantime, whenever we see a ten or twelve ounce tea pot in a restaurant, we ask the waiter to put two tea bags in the pot and be sure the water is bubbling-boiling.

We can put it in the form of a New Year's message: Never underestimate the power of suggestion."

Try it when you are eating out next time with a non-tea drinking friend. Suggest to him that he join you in a steaming cup of hot tea.

This kind of selling is bound to catch on, helping to swell the tide until ordering tea at meals is "the thing to do."



Robert A. Lewis

Coffee and tea threaten to invade England's pubs

The pubs of Old England may soon sell coffee and tea. Some are already doing so—and report that it makes all the difference between profit and loss.

Argument for the policy runs thus: High taxation on beer, wines and spirits, plus decreased spending power, make it increasingly difficult to squeeze a living from licensed premises. Many publicans are taking jobs during the day to add to reduced incomes. But inherent in the licensing laws is the ruling that license holders *MUST* provide hospitality within the specified hours. That could mean food and drink and, indeed, in the older times *DID* mean food as much as drink.

So astute licensees are turning to tea and coffee as the solution of their financial problems. They are providing a full service of hot drinks as well as of wines and spirits. At threepence a cup, they make more profit than they would on a highly taxed glass of ale or beer, and they attract a vastly greater number of men into the house than would come were they only selling liquor. Few men care to admit that they are impoverished and fewer still that they cannot "stand" drink."

Moreover, the fact that "standing a round" costs vastly more in these days of high taxation keeps many men out of the public houses and inns. So the alert publicans are discouraging "rounds" while encouraging coffee.

How it will all work out remains to be determined. Meantime, those bars which have adopted the policy report that it is going well.

P. C. Irwin names committee members in New York City polio fund drive

P. C. Irwin, of Irwin-Harrisons-Whitney, Inc., who is serving as chairman of the tea division in the current Greater New York campaign of the National Foundation for Infantile Paralysis, has announced the formation of a committee to assist him in securing funds from his field for the \$1,000,000 city-wide polio appeal.

The committee includes William Burbank, Holland-Colombo Trading Society, Inc.; Robert Compton, Birmingham & Co., Inc.; Victor DePierro, Eppens, Smith Co., Inc.; Joseph Diziki, Carter, Macy Co., Inc.; Allan D. McKissock, Jr., Standard Brands, Inc.; Hayes G. Shimp, Jr., Hayes G. Shimp, Inc.; and Dominic Vaskas.

**Tea Association committees named,
set sights for projects in 1952**

The brewing committee of the Tea Association of the U.S.A. is looking into the question of tea bag paper. The restaurant merchandising committee is surveying eating establishments on teapot bag size. The marketing committee is working on the best way to sample properly made tea in the home as well as in industrial establishments.

These committee projects were noted by the Tea Association in announcing the committees for the coming year.

The committees, and their members, are as following:

Executive committee: Samuel Winokur, chairman, C. William Felton, Gordon C. Hunger, Edward C. Parker, Edward J. Vinnicombe, Jr.

Arbitration committee: E. Vere Powers, Jacobus F. Frank, P. C. Irwin, Sr.

Lau committee: Samuel Winokur, chairman, Thomas A. Hamilton, Louis Webster.

Tea experts: Herbert Thomas, chairman, F. E. Dennison, A. W. Dimes, F. J. Halloran, Allan McKissock, Jr.

Trade and public relations committee: Gordon C. Hunger, chairman, William Treadwell, vice chairman, Russell Morse, William H. MacMelville.

Rules and regulations committee: Edward I. Dannemiller, chairman, Robert Compton, C. G. Luttrell, Edward C. Parker, Carl I. Wood.

Membership committee: Angus W. McAdam, chairman, Frederick A. Baxter, Russell M. Field, Henry Semke, Edward J. Spillane, R. Donald Thomson.

Market research committee: Einar C. Anderson, chairman, John P. Graham, vice chairman, John Colpitts, Oliver J. Conway, J. Roman LaCroix, Donald L. Petersen, Keene Roldman, Henry Starr, Dr. Hans Zeisel.

Traffic committee: Martin Coughlin, chairman, Lawrence E. Binsack, Albert Guarion, Raymond Harrin, Walter Molinell, Lynn L. Pitt, Lawrence E. Pope, John Pretzel, R. Donald Thomson.

Advisory committee: Robert A. Lewis, J. Grayson Luttrell, George F. Mitchell, Robert B. Smallwood, Henry P. Thomsen, J. Graham Wright.

National councillor: J. Grayson Luttrell.

Breeding committee: Allan McKissock, Jr., chairman, A. W. Dimes, George Friedman, Oscar Gorenflo, George Mitchell, William H. MacMelville, Ernest A. Shaffers.

Grocery merchandising committee: William S. Grant, chairman, Melvin A. Reilly, vice chairman, James J. Booth, Joseph Bransten, Harold W. Chapman, Albert Ebler, Edward T. Ellis, John Fitzgerald, Lawrence A. Flinn, Sherwin Hirschhorn, Helen Hughes, Edward C. Parker, Donald L. Peterson, William P. Reilly, Carl Seeman, Jr., Paul Taft.

Restaurant merchandising committee: Philip I. Eisenmenger, chairman, Edward J. Vinnicombe, Jr., vice chairman, Alvin Cohn, Michael J. Curley, Joseph G. Fiveash, Oscar Gorenflo, Robert S. Gould, John P. Graham, William Keogler, Jr., John E. King, Jr., George N. Witt.

Convention committee: Hayes G. Shimp, Jr., chairman, J. Roman LaCroix and Russell M. Field, vice chairmen, Frederick A. Baxter, Edward F. Dannemiller, Edward T. Ellis, Clinton R. Ferguson, Donald G. Gill, Harry C. Jones, William H. Keogler, Jr., William H. MacMelville, Russell

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L. Morse, Oscar J. Nickel, Donald L. Peterson, Henry F. Semke, Edward M. Thiele, Joseph H. Wertheim.

Program committee: Carl I. Wood, chairman, Anthony Hyde, vice chairman, R. Barclay Scull, Edward J. Vinnicombe, Jr.

Colombia, coffee center, also grows tea

Production of tea in Colombia averages about 10,000 metric pounds per year, from an area of about 70 acres.

There are only two small commercial-tea plantations in Colombia.

One in the municipality of Sasaima, in the Department of Cundinamarca, has 40 acres planted to tea and produces about 5,000 metric pounds per year. "Assam" and "China" varieties of tea are cultivated, as well as crosses of these two varieties.

The second tea plantation is located in the Department of Boyaca and has about 30 acres planted to tea. Production averages from 4,000 to 4,500 metric pounds a year.

The Agricultural Experiment Station at Palmira is conducting some experiments in cultivation of tea and has obtained good results with cutting.

Most of the tea consumed in Colombia is imported. Imports of tea in 1950 amounted to 114,688 pounds, as compared with 44,310 pounds in 1949. Of the tea imported in 1950, the United States supplied 99,606 pounds and Ceylon 8,896 pounds. The remainder came from India, Japan, China, and United Kingdom.

Peru's tea production is increasing

There is a definite tendency to increase the acreage and production of tea in Peru, particularly in the Tingo Maria area.

Latest official estimates from the Ministry of Agriculture indicate an area of over 2,471 acres planted to tea in 1950. Production amounted to 230 metric tons.

It is probable that consumption of tea in Peru has decreased during the past year or two, due to the fact that coffee has been made available for local consumption in sufficient quantities to supply the demand. Export restrictions on coffee were imposed, limiting exports to quantities in excess of local consumption.

Stanley H. Mason joins Bingham & Co.

Stanley H. Mason, a prominent member of the tea industry for many years, has joined the staff of the tea department of Bingham & Co., Inc., it was announced last month by Robert Compton, who heads up the department.

Born in London, England, Mr. Mason began his career in tea at the age of 17, when he joined Joseph Travers & Sons, Ltd., London wholesale grocers and tea merchants, as an apprentice. That was in 1914. When World War I broke out, he volunteered and served with the British Royal Navy for three years. In 1918 he resumed his career in tea. During the next eight years, he was associated in turn with two of the largest tea companies in England. Then, in 1926, he came to New York to join the G. B. Farrington Co., tea and coffee packers and wholesalers.

In 1929 Mr. Mason joined the Carter, Macy organization as secretary. When the corporation was reorganized in 1931, he was named secretary and a director, and in 1948 he was appointed vice president of the Carter, Macy Co., Inc.

Active for many years in the Tea Association of the U.S.A., Mr. Mason served on the board of directors and on various special committees.

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American Can to step up research; tin elimination a target

A major organizational change to enable the American Can Co. to place more emphasis on creative research through establishment of a new research and technical service department was announced by Dr. R. H. Lueck, general manager of research.

Designed to create and develop original ideas and techniques that will benefit the nation's consumers, canners and farmers, the newly established department will consist of research, development, technical service and agronomy divisions.

The research and development divisions will be concerned with applied research in the fields of packaging and container manufacture, including such outstanding projects as the conservation and eventual elimination of tin, new containers for beverages, and investigation of the cold sterilization of canned foods. The technical service and agronomy divisions will be concerned with technical services to canners, growers and the company's can making facilities.

To carry out this combined program of research and technical service, the company has appointed Dr. B. S. Clark, formerly director of research, as scientific director. Dr. R. W. Pilcher, former associate director of research, has been appointed director of the new research division.

D. F. Sampson, former section chief, general laboratories, has been named manager of the technical service division, while Dr. F. W. Geise remains manager of the agronomy division in Chicago, which is now integrated on a national scale with a resident agronomist in each of the company's four geographical divisions. The development division has yet to be activated.

A special laboratory at Maywood, Ill., will be devoted to applied research, exclusively, while the remainder of the staff of the former general laboratory at Maywood will function as a technical service unit for the company's central division along with similar divisional laboratories at Newark, N. J., San Francisco and Hamilton, Ontario.

Outlining the policy of the move, W. C. Stolk, president of the company, said: "The future of the company depends very largely on the success of a strong research program. We must create new products from new materials and find new uses for existing products. We must devise me-

thods to reduce costs in the face of the present economy."

Some of the broad efforts of this creative research group, Dr. Lueck said, will be to develop new products, find new uses for existing products, seek lower cost and alternate raw materials, reduce consumer costs, improve quality through modification of current practices and to develop a thorough basic understanding of the physical and chemical principles underlying the customer's end use of the products which the company manufactures.

"Particular emphasis," he continued, "will be placed on the company's current 'Operation Survival' program with a view toward the freeing of this country in the shortest possible time from dependence upon foreign tin supplies."

Can users given leeway on adjusting quarterly quotas in year ahead

Tin can users have been authorized to adjust their own quarterly quotas in 1952 to fit the needs of their processing schedules.

Direction 3 to NPA Order M-25 supersedes Direction 1 and sets up a new procedure for averaging quarterly tin can base periods. While it gives greater flexibility to processors, it does not alter the total amount of tin cans that can be used in the year.

Here is the way it works. A packer establishes his quarterly quota as before, based on his quarterly usage in 1949 or 1950, whichever he prefers. But in practice, a packer may not wish to use these actual quarterly basis, and instead would prefer to divide his yearly quota by four.

NPA cited the following hypothetical case as how a packer can establish new quotas under the new procedure.

"A packer uses 18,000 tin cans to package a certain product during the last three quarters of his base period year, 1950. By dividing this total by three, he arrives at the figure 6,000 cans, or the amount he may use during each of the last three quarters of 1952. If he used 9,000 cans during the third and fourth quarter of 1950, he may use 4,500 cans during each of the last two quarters of 1952."

NPA made it clear that any packer relying on the new determination must continue to use the same amount of cans during each of the succeeding quarters of the year.

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Packaging

Redesign to meet today's trends

A 103-year old Pacific Coast coffee-packing firm
revamps its packages—and makes the most of the change

By MARK M. HALL, San Francisco Representative, Coffee & Tea Industries

A new package design has a double function. Like a new suit of clothes, it pleases those who look at it—and the man who wears it.

The man in the correct new suit steps out with increased confidence. The company with a genuinely improved package design sparks new enthusiasm in the organization.

In this fast-moving era, the struggle for success grows keener. That holds true in the tussle for personal success. It also holds true in the commercial field, in competition for customer preference.

Awareness of such factors is probably one of the reasons why Wellman, Peck & Co., San Francisco, roasters of Wellman Coffee, have been growing for 103 years, ever since California's Gold Rush days. As this more-than-a-century old company well knows, just keeping your doors open isn't enough to stay in business. You've also got to be up-to-the-minute in policies and thinking. Keeping package design attuned to the times is one indication of the alertness of this company, which now has the third generation of the same family at the helm.

Behind the new Wellman Coffee can design lies the experience and thinking of many people. People like Elwood W. Wright, president and grandson of the founder; Donald Van Cleave, head of the canned goods department, who has been with Wellman, Peck for 25 years; Stanley Onellion, manager of the coffee department; Norman A. Pedersen, in charge of the firm's advertising; C. W. Sickler, of the Pacific Advertising Agency, which handles the Wellman, Peck account; the Western Can Co., which supplies the containers and artist-designer Bob Steenberg.

The design change, for many other products as well as for coffee, was truly the product of a collaboration of many minds. The Wellman, Peck people, the Western Can men, the advertising agency representatives first put together their ideas to work out what they wanted. Then it was up to artist-designer Steenberg. With his second sketch, he achieved it. Translating the sketch into metal and color was the job of Western Can.

Donald Van Cleave had to take into consideration the labels of many different items, like salt, vegetables, jams and jellies, in addition to coffee. His thinking is therefore based on broad experience.

He believes the homemaker is interested principally in the contents of the can and in the price—but the label has to be legible, easy to read and truthful. Most custom-



The new Wellman Coffee packages—clean-looking, attractive, simple. The panel behind the name is blue, the bold spot behind the grind red, the background white.

ers will come back to the brand no matter what the label is, if they are satisfied. Yet there is the problem of ever-changing tastes and new customers. Here is where the label must work effectively.

In a region like the Pacific Coast, the problem looms especially large. Thousands of new residents are moving in annually, and from areas where tastes, buying habits and customs are different. These new factors have to be considered in order to initiate prospective customers into new ways. Changes are pointed out, and, as in the case of canned vegetables, recipes are used on the labels with this in mind.

The same factors apply to coffee, but in a different way. It is known, of course, that different areas of the country have different tastes in coffee. Therefore, on the West Coast, it is especially important to point out distinctly the various grinds, blends and qualities.

Under current conditions, the old Wellman Coffee can design was too ornate, hard to read and put emphasis on the wrong things, Mr. Van Cleave indicated.

The trend in labels is toward simplification. Therefore, the design was streamlined. Type was made bold and simple, with the free quality only an artist could give it. The grind was emphasized by featuring it in white letters against a bold red spot. The display line, with the name "Wellman" in white, was set against a solid blue panel.

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The result: a can which conveyed the whole story at a glance.

When the new packages were placed on the grocers' shelves, consumers responded with voluntary, favorable comments. To utilize the change to the full, Wellman, Peck will launch an advertising campaign based on the new labels.

C. W. Sickler, of the advertising agency, thinks Wellman, Peck has done an outstanding job of label design. He points to the impression of simplicity and cleanliness which the new label conveys, and indicates that in food package design these are vital elements. Moreover, because the type of grind is so easily identified, the buyer is hardly likely to make an error, as she can when the label is not clear. And a buyer who makes such a mistake is not a satisfied customer.

Most coffee cans tend to be just another coffee package, with red the predominating color, he commented. For this very reason, Wellman, Peck's new label, predominantly white, stands out from other coffee label colors. Stacked in a store, the new cans make an inviting display which not only gets a message across but is in marked contrast to other displays.

The new design has an effect on dealers as well as retail customers, Norman Pederson adds. They appreciate more readily that the firm is progressive and are more inclined to give the new cans a display.

As for the company's salesmen, the new designs give them a solid talking point and stimulates their enthusiasm for "the house." Salesmen like to feel that their firm is alive and alert.

Evolution is part of business life. The progressive firm makes constant adjustment to changes, adapting itself to new conditions, to increasing competition. Keeping package design up-to-date, part of this process, is one of the reasons Wellman, Peck & Co. has been a leader in the field for 103 years.

Packettes

People, Firms

Gair: George E. Dyke, president of the Robert Gair Co., Inc., New York City, manufacturers of folding cartons, paperboard and shipping containers, has announced the election of David H. Ross as president and general manager of Gair Company Canada Limited, Toronto, a wholly owned subsidiary. Mr. Ross was previously a vice president as well as a director of Gair Canada.

Mr. Dyke also announced the appointment of three men from within the Canadian company, each with a lengthy service record, as an officer of that company. W. George Cowan was elected vice president, a director, and assistant to the president. He had previously been manager of the folding carton and container divisions. Alpine L. Mitchell was made vice president in charge of sales for all divisions, and a director of the company. Mr. Mitchell was also elected treasurer of the Canadian Paper Box Manufacturers Association this year. J. Stanley Babbitt was made a director and designated vice president in charge of Montreal operations. In addition, he is president and general manager of Premier Paper Box Limited of Montreal, a wholly owned subsidiary of Gair Canada.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

From spicer to grocer

By Dr. WALDEMAR SCHWEISHEIMER

It was one of the great revolutions of the Middle Ages when spices in larger quantities were introduced into the average food of many European countries by extension of trade with remote continents.

The immediate forerunner of the grocer was the "pepperer," or "spicer," who was both importer and distributor of spices, dried fruits, oils, sweets and essences.

The first known trade guild of grocers was the Company of Pepperers of Soper's Lane, of London. They dealt in pepper, cloves, nutmegs, mace, ginger and other spices, which were transported with vast difficulty from India. This forerunner of the grocers' guild was in existence before 1180.

There is little doubt, however, that grocers or pepperers were active long before that date, much earlier than we usually believe. We have the report of an Arabic traveler who visited some Rhenish cities in the tenth century. He was highly surprised to find there, already, certain spices which originated in the near and far East, such as pepper, cinnamon and cloves.

Those spices were an extreme luxury at that time and were accessible to wealthy people only. Spiced drinks, that "smoke from the mouth," and richly spiced foods were greatly in vogue among people of wealth, for food was coarse and not always wholesome. There were no refrigerating systems and food spoiled easily. Spices helped to preserve the meat and they improved the taste and smell of spoiled food. People were willing to pay whatever was asked for them. In fourteenth century Germany, certain bankers and traders of highest influence originally made their fortune by importing and distributing spices. They were grocers in the best sense of the word.

It is true that today the word grocer and groceries has two meanings. The first and older use of the term groceries implies a limited list of specific food products, such as spices, tea, coffee, chocolate, also salt, sugar, flour, vinegar, molasses, dried fruits, packaged and canned goods. A modern grocery, on the other hand, includes all sorts of food.

The earliest use of the word "grocer" occurs in 1310 in the city-report of London. The origin of the word grocer is obscure, but possibly the word (medieval Latin *grossarius*) was assumed to denote that the person designated was a wholesaler, a dealer "en gros" or "in gross" rather than "en detail."

The first "pepperers" before long changed their name to "grossers" (wholesalers) although many of them continued to do some retail trade as well. In France the grocer is still "Tépicier," literally, the spicer, and his shop is "Tépicerie."

The pepperers' guild in London absorbed the spicers, apothecaries and canvassmen in 1345, forming a body officially known as the "mestier averii ponderis." Some years before, the Company of Peppers had ceased to exist officially, although they continued in fact, after a heavy loan was extorted from them by King Edward III. At the same time, they organized a new company, the Fraternity of St. Anthony. The name was chosen by the 22 founding pepperers in honor of the trading saint of Egypt, who later became the patron saint of the entire trade.

This was the beginning of the greatest of all guilds, the Grocers' Company of London, founded in 1345. It was empowered to "garble" (inspect and cleanse) all groceries in the city of London. Its representatives held the right to enter any store and inspect the merchants' stock, and to arrest, try and punish any offender selling impure or spoiled goods. The conscientiousness of the grocer, which is a characteristic of the trade, was in a sense demonstrated by those early restrictive measures. The Grocers' Company assumed the responsibility for honest weights and measures as well as for the purity and other standards of the goods handled. For many years the pepperers and grocers had the monopoly of all goods measured by weight.

The searchers of the Company were appointed to "diligently and truly search and survey the several markets, streets, lanes and all other places within the said city, liberties and



Duncan Hines (right), world-famous authority on good food, examines a new Duncan Hines Spice Set, assorted spices put up by The Woolson Spice Co., Toledo, Ohio, under franchise by Hines-Park Foods, Inc., Ithaca, N. Y. Also studying the spice set is George Kimpel, New York manager for the Toledo firm, which also packs Duncan Hines Coffee.

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suburbs thereof, and cause all such grocery ware to be seized, taken, and brought to Grocers' Hall, London, which he shall find to be corrupt, defective, or unwholesome for man's body and offered for sale to His Majesty's subjects."

Until 1617 apothecaries were included in the grocers' guild. Their separation was the result of a long period of agitation on the part of the physicians and many dissatisfied members of the drug trade. The division was brought about by King James, who was inimical to the Grocers' Company and friendly to the apothecaries.

Birth of grocery trade

The grocery trade proper began with the bringing of spices from the Far and Near East. Throughout the Middle Ages there continued to exist an extensive trade between Mediterranean cities and the Orient. The Arabs, who were the natural traders between East and West, wanted to keep this rich trade of spices to themselves as long as they could. Italian cities early took the lead in this trade. The republics of Venice and Genoa and some cities of Southern Germany owed most of their wealth and power to the import of coveted spices. They controlled the overland route to India and the spice islands, as well as the water route through the Red Sea to Egypt. Heavy duties were levied and the prices of spices and other imported groceries in Europe were raised a hundredfold over the original cost.

From Italy

Pepperers and grocers, chiefly of Italian origin, from Venice, Genoa, Florence, Lucca and Pisa established themselves in England, France, Holland, Germany and the Baltic seaports. Their grocery offices were frequently a center of town-life.

The search for new spices was one of the reasons for looking for a new sea route to India, which caused the discovery by Columbus of America. The European grocers felt that the mass of people were craving spices of less expensive prices, and they were looking for a way to satisfy this newly-created desire of the common man.

Vasco da Gama's trip around the Cape of Good Hope in Africa to the Malayan Peninsula was rewarded by a first precious cargo of pepper and other desirable spices. The news that Vasco da Gama's Portuguese ships, loaded with spice, had arrived in the harbor of Lisbon, threw the monopolistic merchants of Venice and Genoa into a panic. The exorbitant price of pepper fell immediately, and many more people were able to buy at the grocers' the spices for preparing their daily food. During the next hundred years Portugal was the center of the spice and drug trade.

Growth of big chains

In England, the "Rochdale Pioneers," in 1844, started the Cooperative Movement. Names such as Charles Digby Harrod and Sir Thomas Lipton are further marks in the development of chain stores for groceries. In the United States, the chain stores began in a very small way with the establishment in 1858 of the Great Atlantic and Pacific Tea Company, followed by others in the 1880's. The chain systems now have gained a volume amounting to about 30 per cent of the entire retail food trade of the country.

The grocer originally was a purveyor of limited essentials of food to the rich alone. He has expanded into the broader dignity of dispenser to all classes, and has become an important distributor of the necessities as well as the luxuries of life to every social group in the country. And the great grandfather of every grocer is the "spicer" of other years.



The processing of vanilla

Facts about the preparation, drying, classification and harvesting

*This article, second of a series on the growing and processing of vanilla, with particular reference to the French colonies, is from *La Vanille* and is published by special arrangement with the Syndicat des Exportateurs Français D'Indochine.—Ed.*

The harvesting of the vanilla, carried out swiftly but steadily, is followed by a treatment in which one of the first steps is to develop that aromatic aldehyde called vanillin. This exists in a natural state in vanilla (in weight, one to three parts in 1,000).

It has been established that of the different methods of preparation in the different countries, the one most used in the French colonies is that known as "Bourbon," in which the pods are plunged into hot water, at a temperature of 80 to 85 centigrade. The length of immersion is from seven to 15 minutes; the toughness of the skin determines this time. This is to stop all growth by destroying the chlorophyll in order to ensure more effective action of the soluble ferments.

In Tahiti and Mexico, the heat of the sun is generally sufficient to cause these changes.

Then, wrapped in a black woollen cloth, the pods are exposed to the sun on trays, so that they are not in contact with the soil. Next comes drying in the shade. This takes five or six weeks; the nature of the pod decides the time, which is governed by the shrinking and the appearance of the pods.

At the end of this time, the pods have turned brown and soft, and all have not the same appearance. They are long or short, moist or dry, marked with galls or cracks. In order to be ready for market, they must be classified.

In each category, measuring follows the straightening and sorting. This makes it possible to calculate the yield, as it results in the constitution of groups as homogenous as possible. It is, in fact, the length of the pods which settles the price, and this differs according to the place or origin, as the following figures will show:

Reunion: average, 18 to 20 cm; maximum, 25 to 26 cm.

Madagascar: average, 16 to 18 cm; maximum, 22 to 23 cm.

Comoro Islands: average, 15 to 16 cm; maximum, 21 to 22 cm.

Nossi-Bé: average 14 to 15 cm; maximum, 20 cm.

The different qualities of vanilla (Bourbon species, and their descriptions, are as follows:

Extra: Fine, fatty, oily pods, of a fine chocolate brown color, without defects or galls, delicate aroma.

First: Same kind as in the "extra" quality, but the pods are not quite so fatty.

Second: Pods not so large, of a chocolate brown color, with a few small galls. Good aroma.

Third: Rather thin pods, hard, twisted, of a slightly reddish chocolate brown color. With fairly numerous galls. Good aroma but nothing more.

Ordinary: Rather dry pods of reddish color. May have numerous galls. Rather ordinary aroma.

Inferior: The lowest category. Includes all pods which cannot be placed in the higher categories. Very dry pods, very reddish color, rather "uncultivated" aroma, which is, however, pleasant, especially in the kinds coming from Madagascar.

These six kinds are known as "entire"; six corresponding "split" kinds exist; they come between the categories in the order outlined.

The residue after preparing and packing—pods which are too short, broken or twisted—are not put into bundles and form the lowest category, known as "in bulk."

A batch which has been prepared and includes all or a part of the above categories is a head to tail batch." The head is represented by the extra and first qualities, the tail by those going from "first quality split" to "bulk."

In trade circles, it is allowed that a "head to tail batch" of vanilla is ordinarily made up as follows: 50 per cent first quality; 20 per cent first split and second quality; 25 per cent second split or inferior split; 5 per cent bulk.

Tied up in bundles of 0 to 100 pods weighing approximately five ounces to a pound, they are placed in tins from which they are protected by wax paper.

These tins are put in strong wooden cases, six per case, for transport from the Indian Ocean regions.

To the chief stages in the treatment which we have just detailed, and which outline the general process, one should add the particular points of the treatment in each country or French colony.

These last are particularly interesting for us. We will note them briefly, as they often result from decisions about the

commercial standardization of the finished vanilla bean.

The vanilla coming from the Indian Ocean area is sold by the planters of the colonies sorted into the categories indicated.

A peculiarity of the packing in the Pacific area is that Tahiti vanilla is packed in tins lined with water or grease-proof paper, weighing about 40 kilos net. Each wooden case contains only one tin.

In the Atlantic Ocean area, besides the "vanilla planifolia," the Pomponia species is cultivated in Guadeloupe. It grows wild there, and produces vanillón. The batches sent off are generally classified into three categories: First, Second, Reddish.

Certain particularly careful packers tie a black thread round each pod to keep it from splitting. Shortage of labor is leading to the abandonment of this practice.

The produce obtained after drying in the sun gives off an aroma like that of heliotrope. The appearance of the batches, far less fine than those from the Indian Ocean, betrays the less careful handling.

Vanilla being essentially fragile. In spite of the treatment which it undergoes at first, it must be kept under constant survey, owing to possible damages which might involve the total loss of the merchandise.

Two kinds of damages must be considered: mildew, due to excessive dampness and mites, which alter the fragrance of vanilla.

Professional efficiency lies in disclosing these damages so to avoid their increase and to hinder their development by appropriate handling.

Vanillas produced in the Indian Ocean area are generally known under the generic name of Bourbon vanilla.

Madagascar is reckoned to grow half the production of this Indian Ocean group. The crop is mostly gathered on the eastern coast and in the northern part, then shipped towards the ports of Diego-Suarez, Sambava, Antalaha and Tamatave.

Among the Comoro Islands, though vanilla is grown now in Grande Comore, Anjouan and Moheli, it has been in regression in Mayotte for a few years.

Reunion is the birthplace of the cultivation of vanilla in the Indian Ocean and has never ceased to play an important part, in spite of a noticeable slackening in production between 1930 et 1935. The plantations, mostly located in the "Windward" area, lie between St-André, St-Benoit, St-Philippe and St-Joseph.

Pacific Ocean production, which had slackened since 1914

in France's Pacific settlements, has risen again since 1920.

The island of Tahiti itself has few vanilla plantations, but some are to be found on numerous islands of the archipelago, specially in Moorea and Raiatea, and other Leeward islands.

The preparing of vanilla and its export trade are in the hands of Chinese, which have become particularly interested in its market.

The production of France's West Indies possessions is comparatively modest and has seldom gone over 25 tons. Attempts at cultivation of vanilla have been made in Martinique without being followed through.

Therefore Guadeloupe is the main supply source in France's Atlantic Ocean area for vanilla for the U. S. A. and France.

New plant seen

easing shortage of vanillin

Flavor users of vanillin are assured increased quantities of the product, according to The Dow Chemical Co., which has been named world market sales representative for the product by The Ontario Paper Co., Ltd.

Sources of the increased supply is a new \$1,300,000 manufacturing plant now under construction at Thorold, Canada.

The plant, to be built and operated by The Ontario Paper Co., Ltd., will use a new process to manufacture U. S. P. vanillin from lignin. Designed to produce 400,000 pounds annually, the plant can be expanded to increase annual production as the market demands the company said. Commercial quantities should be available the last half of 1952.

The Bush Aromatics Division of Dow, which will handle the sales, points out that the process, perfected and patented by The Ontario Paper Co., Ltd., after several years of pilot plant operation, assures a supply of superior quality vanillin for flavoring and allied industries.

Sagarin resigns as Givaudan Flavors ad head

Edward Sagarin has resigned as advertising manager of Givaudan Flavors, Inc., it was announced last month.

Miss R. F. Bacon has assumed the responsibilities of acting advertising manager.

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SPICES OF THE MONTH FOR 1952 ARE ANNOUNCED BY ASSOCIATION

Spices of the Month for 1952 have been announced by the American Spice Trade Association, along with plans for an expanded publicity program in the coming year.

The program will include strip films on spices for school use and a bulk campaign aimed at meat packers, pickle manufacturers and bakers.

Special projects will also center on each Spice of the Month. Following are the spices designated:

January, pepper; February, nutmeg; March, cinnamon; April, bay leaves; May, cayenne; June, paprika; July, mustard; August, allspice; September, chili powder; October, ginger; November, sage; December, cloves.

Paul Hursh heads polo drive in spice field

Paul D. Hursh, of Durkee Famous Foods, who is serving as chairman of the spice division in the current Greater New York campaign of the National Foundation for Infantile Paralysis, has announced the formation of his committee.

Included are Ernest Winter, executive secretary of the American Spice Trade Association; Gerrit Leonard, C. M. Van Silleveldt, Inc.; Thomas F. Burns, Thomas F. Burns, Inc.; Harry S. Schlichting, B. H. Old & Co., Inc.; and Arthur G. Dunn.

FEMA's 1952 convention set for Chicago

The 43rd annual convention of the Flavoring Extract Manufacturing Association has been set for May 25th-28th, at the Edgewater Beach Hotel, Chicago.

E. N. Heinz, Jr., of the Food Materials Co., Chicago, is chairman of the convention committee.

Coffee trends in Africa

(Continued from page 59)

cent higher than last year. Some 2,300 African planters received a grant of £10,000 from the government, and the number is growing, though acreage farmed by Africans is still only 1,499 or two per cent of the total. Seedlings are distributed free. The development is carefully supervised and controlled by the Agricultural Department.

The size of the Kenya crop is affected to a greater extent than elsewhere in Africa by the weather, illustrated by the estimate for the current crop being about twice as large as immediately postwar crops, which were produced from about the same acreage. Indeed, up till recently, acreages have been declining, though increased yields have reflected the higher prices and money wisely plowed back.

(To be continued)

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New York News

■ ■ The refurbishing of Hanover Square brings to light again old facts about this intriguing slice of New York.

The Coffee and Sugar Exchange was organized in 1881, and the first offices were set up the following year at 135 Pearl Street, at the corner of Beaver.

That same year, 1882, Charles Pratt & Co., of Cleveland, later known as Standard Oil, opened New York headquarters with a man named John D. Rockefeller in charge. The headquarters were at 140 Pearl Street—the same building in which Coffee & Tea Industries formerly The Spice Mill, is now located. You know us by the address of the other entrance to this building, 106 Water Street.

Of course, by 1882, Coffee & Tea Industries, then The Spice Mill, had already been burgeoning for four lusty years. With a little arithmetic you will discover that with this current issue, we begin our 75th year as the pioneer journal in coffee, tea and spices. And we've loved every year of it.

■ ■ Arnold and Aborn Inc. have moved, officially, from 243 Pearl Street to Ed Aborn's new plant on Route 22 at Linden, N. J. But it takes a little time for the settling-down process to be completed in an operation like this. So, unofficially, it will be a while yet before Arnold and Aborn consider the moving over and done with.

■ ■ A coffee man long familiar on Front Street, C. DeWitt Dyckman, has left these haunts for Manila, in the Philippine Islands, where he will be associated with Commonwealth Foods, Inc., a division of Reliance Commercial

Enterprises, Inc.

DeWitt will, of course, be in the coffee end. A new building was put up recently by the firm specifically to house coffee roasting and packaging equipment supplied by Jabez Burns & Sons, Inc.

The factory is in fact, the first large scale roasting plant in the Philippine Islands. Moreover, DeWitt is probably the first experienced coffee man to go to the Philippines to supply technical knowledge of coffee acquired during 30 years of activity in the industry.

His many friends wish him the best of luck in his new endeavor!

■ ■ Joseph Martinson, of Joseph Martinson & Co., chairman of the coffee division in the current Greater New York campaign of the National Foundation for Infantile Paralysis, has announced formation of a committee to assist him in securing funds for the \$4,000,000 citywide polio appeal.

Assisting Mr. Martinson, as co-chairmen, are Simon Auskern, of Sabrosa Coffee, and Henry Schaefer, of De Hope, Goldschmidt. Also on the committee are Fred Kohn, Old Dutch Coffee; David Rossman, David Rossman, Inc.; and Robert Taffae, Leon Taffae Co., Inc.

■ ■ David P. Hillson, one of the old-timers of the coffee trade here, passed away last month at the age of 84. At one time he was associated with Williams, Russell & Co., in New York City, and later he was active as a coffee broker. He is survived by a sister, Kate Hillson.

■ ■ Sailing from New York last

month on the Grace Line's Santa Barbara were William S. Gutwillig, partner in the A. L. Ranshoff Co., Inc. With him was Mrs. Gutwillig. They were planning to spend four months in South America on a combined business and pleasure trip.

■ ■ Friends and business associates of Fred A. Brown, who was an employee of Arbuckle Bros. in their Brooklyn plant for nearly 30 years, might like to know that he is now realizing some of his lifelong dreams. He has purchased a home in the country near Wrightsville, Pennsylvania, and is working with his hands, using tools he collected through the years. He and Mrs. Brown hope to produce from the soil some of the good food they enjoy.

■ ■ New members were added last month to the roster of the New York City Green Coffee Association by vote of the board of directors. The new members are: Kane Import Corp., 10 East 40th Street, and R. F. Goldsmith, 260 Fifth Avenue.

■ ■ Gilbert T. Lynch, vice president of Anderson Clayton & Co., sailed from New York last month for South America on the Moore-McCormack liner Uruguay. He was accompanied by Mrs. Lynch.

■ ■ Passing through New York last month on his way to Washington, D. C., was Andy Glover, of Mannings, Inc., San Francisco.

■ ■ Leading the green coffee bowling league at this writing is Holland House, with a score of 22 games won and only 11 lost.

Not far behind is the Fhrhard team, with 21 won and 12 lost. Cosmopolitan's bowlers, treading on their heels, have won 20, lost 13.

Schaefer, Klaussmann's team has fought to fourth place, with 19 won, 14 lost.

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San Francisco Samplings

By MARK M. HALL

■ ■ This note of optimism comes from a roaster. If problems are met as well in 1952 as they were in 1951 the industry has reason to feel optimistic—and don't forget there were plenty of difficulties last year.

Price resistance seems to have lessened on the part of the consumer, and they are back to drinking coffee as usual. The country is prosperous and individual incomes are high. Recent price flurries will probably not be lasting. Fundamentally, the supply and demand situation is about in balance. Revised estimate—downward—of the coffee crop by the Brazilians is the kind of a report they would like to put out at this time, and time will tell just how accurate it is. Production in the coffee countries as a whole is rising, and things should be more or less stable—that is, within the range of two or three cents. There is always the ceiling to reckon with.

If there is an unfavorable note for the immediate future, it is in the steel situation for the vacuum packers. Steel strikes and defense production are all tied up with that problem.

The rise in prices on the Exchange had the effect of stimulating roaster buying and many of the green coffee men were more busy than usual. Ac-



Some of the smiling faces at the Christmas party of the Western States Tea Association. From left: Charles Montague, M.J.B. Co.; Paul Ahrens, Irwin-Harrisons-Whitney, Inc.; C. S. Martin, Henry P. Thomson, Inc.; Ed. Spillane, G. S. Haly Co.

cording to one importer, producing countries were having trouble financing purchases to hold up the market, and the rise came just in time. The activity on the Exchange was not so evident in actuals. It remains to be seen how firm the underlying strength is. The carryover has been just enough to take care of requirements. While the price of green coffee cannot rise much on

account of the ceiling, yet prices at that level would work a hardship on roasters, who already have to work on a very small margin.

■ ■ The traditional Christmas party of the Western States Tea Association was held last months at Gino's. It was a very successful affair, with 24 tea men and their friends in attendance. Entertainment was in the hands of Marion L. Sanders, of Standard Brands, assisted by Eddie Harder, of Lipton, with John Siegfried, of Irwin-Harrisons-Whitney, aiding in such duties as distributing the toys.

Charles Brimley, Tow Moss, Carl Corey and Miller Riddle formed a quartette and sang such old favorites as "Sweet Adeline." Then Mr. Brimley, as leader, had all over forty sit on one side of the table and all under on the other side. He then led the two groups in the singing of Christmas carols.

Miller Riddle read a telegram from the state department requesting that John Siegfried report to the F.B.I. for not reporting money taken out of Japan. Four bottles of Scotch, left over from the W.S.T.A. picnic, were raffled off, and such teetotalers as J. Mahoney, Paul Ahrens, Gene Lynch and Ray Mason won them. Heavy tea drinking was a great stimulant to the hilarity!

Carl Corey of Standard Brands was elected president for 1952 succeeding Miller Riddle. The latter was elected to the board of directors. Others

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At the Christmas party of the San Francisco Coffee Club, wind-up golf and social event of the year. Among the merrymakers at the banquet were (from left): Walter O. Granicher, Leon Israel & Bros., Inc.; Andrew C. Glover, Mannings, Inc.; E. A. Johnson, Sr.; William

Lynch, W. R. Grace & Co.; A. C. Woelfl, J. Aron & Co., Inc.; Oswald L. Granicher, Ruffner, McDowell & Burch, Inc.; Stanley Onnellian, Wellman, Peck & Co.; J. L. Castleman, Joseph G. Hooper Co.; and Ed Howatt, C. G. Cambron.



Grinning over a good one are (from left): Harvey J. Teller, Jr., H. E. Teller Co.; H. K. Grady, Moore-McCormack Lines, Inc.; L. I. McKim, General Steamship Co. Having a good time (center picture, from left) are: Carl B. Meisterlin, Jones-Theirbach Co.; L. E. Rasmussen, McClinton-Stern Co.; J. Henry Seeba, Jr. and Sr., Jones-Theirbach Co.; and Ed. Spillane, G. S. Haly Co. Conferring on their

feet or seated in the picture at the right are: Clarence Levy, J. Aron & Co., Inc.; John Stein, Pope & Talbot Lines; Eugene T. Heathcote, S. F. Pellas Co.; Harry Thompson, Grace Lines; Lloyd Thomas, S. F. Pellas Co. The back of that well-groomed head in the foreground belongs to Ernest Shaw, Hills Bros. Coffee, Inc.

elected to the board were Larry Meyers and Charles Montague. Ed Spillane resigned his position on the board in favor of J. Mahoney, Jr. who succeeds Paul Misch as secretary treasurer. Bob Manning was elected vice president.

■ ■ There is a lot of talent in the coffee trade—burlesque performers, piano players, golfers, cowboy ropers, concert singers and all around wits—but it is rare that a business group can boast of a one-time professional cartoonist. Douglas H. Wood, of J. Aron & Co., Inc., has been using his talents in a modest way to spread the good name of his firm.

Mr. Wood studied art at the College of Art near London, England, was a member of the Royal Drawing Society and exhibited at Guild Hall. After coming to America, he worked as a commercial artist and cartoonist in Oakland. About four years ago he joined the staff of J. Aron and now follows his art only as a hobby.

■ ■ Bob C. Powell, of E. A. Johnson & Co., made a trip to Chicago last month on business for his firm.

■ ■ L. E. Binsacca, traffic manager for M. J. B. and the Western Can Co. and president of the Industrial Traffic Association of San Francisco, was recently elected vice president of the Interstate Commerce Commission. The position gives him the power to practice before any regulatory body in the San Francisco region. He is also chairman of the traffic committee of P.C.C.A. Mr. Binsacca has been with M.J.B. for 20 years.

■ ■ Harry D. Maxwell recently made a trip to Los Angeles for a few pre-Christmas calls on the trade and to wish them well. He found a widespread sympathy for the great loss sustained through fire by Andrew S. Moseley's firm, Breakfast Club Coffee. Everything was being done in the trade to help the firm to tide over until operations could be carried on normally. Mr. Maxwell later made a trip into the Northwest, visiting Vancouver, Seattle, Portland and Tacoma.

■ ■ Jack Hornung, of Naumann, Gepp & Co., Inc., has moved to 225 Front Street and is now right in the center of the green coffee district. His quarters are directly over one firm and from his window he can see the offices of two others. When he walks to the corner he usually has to dodge at least a half a dozen green men with trays.

■ ■ Oswald and Bill Burch, of Ruffner, McDowell & Burch, Inc., spent some days in Chicago last month attending a meeting of executives of the firm.

■ ■ Albert V. Moore, of Moore-McCormick Lines with Mrs. Moore, were hosts at a dinner given in the Empire Room of the Fairmont Hotel to the coffee trade and other friends.

Vancouver

By R. J. FRITH

■ ■ Bernice Howell, secretary of National Spice Mills and a director of the Canadian Spice Association, has

been hospitalized. All that energetic expression of a buoyant personality took its toll, and Miss Howell has to stay away from business for a while. But she is doing nicely and will be back on the job early this year of 1952.

■ ■ Harry D. Maxwell, of Hard & Rand, Inc., who calls San Francisco his home town but who is as much at home in Vancouver, or nearly so, was in our town early last month. He said business was quite good and the outlook for 1952 was more than just ordinarily favorable.

■ ■ Leonard Akerman, head of Canada's Tea Bureau, has come and gone. He and W. G. Jeffery, British Columbia manager, organization, staged a nice show in Vancouver, with movies, talks, and a glimpse or two of the Bureau's plans for 1952. Then they had "a tea party" in the hotel. Attending were representatives of Kelly, Douglas, W. H. Malkin, Red Rose, Salada, Safeway, Blue Ribbon, Dickson's and others. It was a good crowd and it was noticeable that some big time retailers were there also. They all enjoyed the show.

After that, Mr. Akerman and Mr. Jeffery went over to Calgary, a few hours over the mountains by plane, where they held another show, in the Palliser. On hand were J. A. Conn, of the Calgary Safeway organization, J. S. Horne, of Horne & Pitfield, Ltd., Calgary, and several other good names in Alberta tea and coffee.

■ ■ Eben Govan, secretary-treasurer of Western Wholesale Grocers, Ltd., of Winnipeg, spent a few days at the W. H. Malkin Co. offices in Vancouver.

New Orleans Notes

By W. MCKENNON

Milton J. Ruth was reelected president of the Green Coffee Association of New Orleans for 1952.

Other officers reelected were George G. Westfield Jr., first vice president; Austin A. O'Brien, second vice president, and John J. Cummings, Jr., third vice president.

Members of the board of directors elected to serve through 1953 were Albert J. Breaux, W. J. Gauchean Jr., George T. Germon, Clifford J. Lafave, H. Ashton Lafave and Murray M. Squires.

Board members elected in 1950 to serve through 1952 are Earl Bartlett, J. E. Cathalongne, Herbert Graf, Kent Satterlee, Fred White and Alvin Zander.

F. A. Lafave, former president, will serve as a board member until the current president is succeeded.

■ ■ Otto Sorenson, of the Nash Coffee Co., recently spent a week in New Orleans, making his headquarters at the H. L. C. Bendiks offices and visiting the trade.

■ ■ I. S. Levy, of J. Aron & Co., Inc., is back at the office after several weeks absence on a business trip through the Midwest.

■ ■ John Cummings, of Hanemann and Cummings, has returned from a business trip to Houston.

■ ■ Albert Breaux, Jr., of H. L. C. Bendiks, Inc., recently traveled the interior on business.



Milton J. Ruth

■ ■ Mr. and Mrs. Herman E. McCoy are the proud parents of a baby girl, Betty Jane.

■ ■ W. D. Roussel, of W. D. Roussel & Co., Inc., was in New York City recently attending a meeting of the executive committee of the National Coffee Association.

■ ■ Frederic W. Delamain, of J. Aron & Co., Inc., has returned to his desk after covering his territory in the southwest.

■ ■ Alvin Zander, of Zander & Co., Inc., has just returned from a trip through the interior on business.

■ ■ Clifford Lafave, of W. D. Roussel & Co., Inc., recently traveled the Southwest in the interests of his firm.

■ ■ The marriage of Miss Jane Evelyn Burkenroad, daughter of Mr. and Mrs. William Benjamin Burkenroad, Jr., to Lt. Alan Villard Bories, U. S. Army,

son of Dr. and Mrs. Henry Villard Bories of Seattle, Washington, was celebrated at the Orleans Club in New Orleans.

■ ■ Frank P. Zezza, Delta Line representative at Leopoldville, West Africa, is spending the holidays in New Orleans. He will return to Leopoldville after the first of the year via Chicago and New York.

■ ■ The Mississippi Shipping Co. has announced the inauguration of a new feeder vessel, the SS "Orm Jarl," which goes into service the first of the year in the Gulf of Guinea area where it will service the smaller ports involved.

■ ■ Members of the coffee trade here agree that business is much slower than it was at this time last year. Various reasons are suggested, foremost of which seems to be consumer resistance to increased prices.

■ ■ The death of Alfred J. Cooper, chairman of the Gulf and South Atlantic Havana Steamship Conference, came as a shock to his many friends here this month. Mr. Cooper was well-known in the steamship service, having been connected with the United Fruit Company for 25 years. In 1930 he was appointed secretary of the Gulf and South Atlantic Havana Steamship Conference and later was made chairman.

■ ■ William H. Wilson, graduate of the University of Michigan and the Harvard University Business School, has been appointed executive assistant to Blaise D'Antonio, president of the Standard Fruit and Steamship Company. Mr. Wilson will direct organization, planning, control and general administration activities of Standard Fruit.

Mr. Wilson has been associated with Boag-Allen and Hamilton, management

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engineers, and has been consultant to Squibb Pharmaceutical, General Foods and Radio Corporation of America.

■ ■ Friends in the trade are saddened by the death of Robert Arundale Warriner, retired steamship executive, formerly of New Orleans. Mr. Warriner, a native of England came here some years ago and with his brother, Matthew Warriner, conducted M. and R. Warriner, Inc., agents for British companies in the shipping business.

■ ■ Announcement was made here this month of the election of A. M. Crichton as executive vice president and member of the board of directors of the Iberville Warehouse Corporation. Mr. Crichton was formerly secretary-treasurer of the Douglas Public Service Corporation and the Douglas-Guardian Warehouse Corporation, from which he resigned. He is president and a director of Distribution Service, Inc., a national sales organization conducted for the interests of the merchandise warehousing industry. He is a member of the board of directors and secretary-treasurer of the New Orleans traffic and transportation bureau.

■ ■ W. H. Trauth southern division manager of the Aleoa Steamship Co. announced here that Henry L. Belle, former assistant manager of the company office at Montreal, has been appointed Gulf operating manager and purchasing agent for Aleoa. Mr. Belle, a native of Bayside, Louisiana, and a graduate of New Orleans schools, succeeds Walter F. Hinshaw who resigned recently. Mr. Belle, before joining Aleoa in 1941, was associated for about 10 years with Swayne and Hoyd, Ltd., operators of Gulf Pacific Lines.

■ ■ It has just been announced here by the Douglas Public Service Corp. and the Douglas-Guardian Warehouse Corp. that John J. Voelkel, Jr., is now president, Henry F. Scherer, executive vice president, and Lawrence A. Molony, secretary-treasurer.

Chicago

By JOE ESLER

■ ■ Les Lear's program "Welcome Travelers" originates in the Porterhouse Room of the Sherman Hotel where refreshments are served daily to a studio audience of 600. In four

years, Lear says 1,336,000 cups of coffee have been served.

■ ■ Eugene F. Yust has been named merchandising and advertising manager for Jas. H. Forbes Tea & Coffee Co.

■ ■ Centrella Stores have changed their name to the Central Food Stores. Leonard Olson, manager of the coffee department, is trying out a combination deal of a lithographed pantry can with two pounds of Centrella coffee for \$1.75.

■ ■ Herbert J. Taylor, president of Club Aluminum Products Co., has been elected chairman of the board, a newly created post.

■ ■ American Can Co. held a Christmas party in the Casino room of the Morrison Hotel, with four hundred on hand for the festivities.

■ ■ Ben Williams, Arthur Erdhaus, Gordon Hertslet, and Edward Spiegel Jr. were in Chicago for Gaylord Container Corp. to attend the brewery convention at the Edgewater Beach Hotel.

■ ■ Nathan Cummings, head of the Consolidated Grocers Corp., has been named to the board of directors of the Chicago International Trade Fair to be held at the Navy Pier March 22nd through April 6th.

■ ■ Jack Riecke, manager of the John D. Houck Manufacturing Co., has moved the factory to new quarters. The company has been in business for 53 years and their product is used by the leading urn manufacturers.

■ ■ G. G. Sills, sales manager of the premium division of Enterprise Aluminum Co., reports the coffee and food trades are using more items from their premium department than ever before.

■ ■ Hills Bros. Coffee Co., office and sales employees for the Chicago territory, held their holiday meeting at the Bismarck Hotel.

■ ■ Superior Tea and Coffee Co. held an excellent get together, dinner, and house warming at their new factory and warehouse. Three hundred employees and guests attended. Harry Cohen was in charge of arrangements. There was the usual good food, beverages, dancing, plus conducted tours of one of the most modern coffee roasting plants in Chicago.

■ ■ The National Retail Tea and Coffee Merchants Association held a meeting late in November at the Edgewater Beach Hotel with splendid at-

tendance. John Creamer of the Trico Coffee Co., president of the Association, presided with Ollie Corbett, secretary, assisting.

Southern California

By ANDREW S. MOSELEY

Andrew S. Moseley, president of Breakfast Club Coffee, Inc., Los Angeles, covers the coffee news front in Southern California purely as a labor of love.

This month's notables demonstrate a strong dash of printer's ink in Mr. Moseley's blood. He put together these notes despite the strenuous aftermath of the serious fire which hit his plant last month—Ed.

■ ■ Very, very shy on notes this month.

■ ■ Moore-McCormack Steamship Lines were hosts for cocktails and a buffet supper aboard the Mormacland, honoring President A. V. Moore. It seemed like the entire coffee industry from Southern California attended this very delightful gathering.

■ ■ Bob Ruth, son of J. B. Ruth, of the firm bearing his name, joined the increasing group of young fathers in the coffee industry when he announced the arrival of his third son, Thomas Paul. The first two arrivals being twins, Bob is not sure whether he was let down on this recent arrival or not.

■ ■ The Los Angeles Coffee Club, comprised of the younger members of the coffee trade of Southern California, held their Christmas supper party at the San Fernando Country Club in Woodland Hills.

■ ■ THOUGHTS OF THE MONTH:
HAD A FIRE THE OTHER DAY,
EARLY MONDAY MORNING DE-
CEMBER 10th. WILL HAVE TO
CALL IT A DISASTROUS FIRE,
WITH MACHINERY BEING A
TOTAL LOSS. PLENTY OF
SILVER LININGS AROUND, OPER-
ATING IN A LIMITED WAY THE
SAME DAY DUE TO THE SPLEN-
DID COOPERATION OF OUR COFFEE
FRIENDS. MAY WE THANK
ALL OF THEM FOR THE MANY
WIRES, TELEPHONE CALLS AND
LETTERS ON THIS LITTLE INTER-
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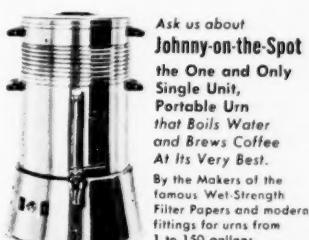
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